

28



### BIG BULL WHIP

Train animals, people, etc. Do tricks. Experts knock ashes off end of cigaret. You can knock tip off end of nose, gun out of hand, yank people off feet, etc. You never can tell when you'll be walking along the street with your huli whup and you'll have to knock a run out of someone's hand or yank him off his feet. Imagine your friends' surprise as you yank them off their feet. Wow!

**SHOCKER**

**"ELECTRIC" SHOCKER**

Famous "Joy Buzzer" gives real SHOCK! Worn like ring concealed in palm. Gives 'em violent SHOCK when you shake hands. Put in bed, on chair. Tickle like a mouse, shocks like electricity. Comes with 2 wet-cell batteries and sling strap batteries on back. Can deliver a shock to render the strongest man insensible. With additional batteries, can even throw a 500

**LE**

**WOW!**

**IES**

**75¢**

**GET CAMERA**

**GET CAMERA**  
**"t" Pictures—Yes! Pocket Camera**  
 camera takes secret pictures, and you never can tell who wants to become a spy. Can take good pictures of fingerprints, etc. Stable for flashing. Usually conceal this camera in the palm of your hand. In the end of your nose. **WITH FLASH \$1.25**

**get Wrist Radio!**  
 own private portable Wrist Radio. Use indoors or outdoors. Worn like a wrist watch yet receives regular radio stations. **NO BATTERIES! NO COILS! NO ANTENNAS!**

**NOTHING!** Actually this is a cheap old surplus carphone. All you need to use it outdoors is a few feet of cable to plug into your radio at home. You use special car cable not to run the cable over your car. You'll be the center of attention as you walk and your wrist pressed to your ear. **Complete. \$2.98**

**KS—"COME TO LIFE" WHEN WORN**  
to appear amazingly realistic. MASK REFLECTS  
LIFE—EAT, DRINK, SMOKE AND TALK WITH  
Life and begin all over again under a new identity. **WON**



Blond Beauty \$1.29 Comic \$1.00 \$1.00

**Page Boy**  
(Left) Choice of  
Blonde or  
Brunette.. **\$2.95**

Beautiful  
Curls  
(Right) Choice  
of  
Blonde or Brunette.... **\$2.50**

---

**D HALBERDS**

**CHEMILEE BLOCK LETTERS**  
Specify letter. Give both size and color.  
trim color. Price for 6-inch Letter... **\$1.5**  
6-inch Chemilee Letter... **\$2.1**  
(Each as footcst. hasseblm, 28) **\$1.50**

**E & COMIC PRISON PENNANTS**  
Guarantee that all of these pennants have been felt.  
Aronianville P., Akopoling State, Altamashaw P.,  
U. T. P., B. P., C. P., D. P., E. P., F. P., G. P.,  
H. P., I. P., J. P., K. P., L. P., M. P., N. P., O. P.,  
P. P., Q. P., R. P., S. P., T. P., U. P., V. P., W. P.,  
X. P., Y. P., Z. P., AA. P., AB. P., AC. P., AD. P., AE. P.,  
AF. P., AG. P., AH. P., AI. P., AJ. P., AK. P., AL. P., AM. P., AN. P., AO. P., AP. P., AQ. P., AR. P., AS. P., AT. P., AU. P., AV. P., AW. P., AX. P., AY. P., AZ. P., BA. P., BB. P., BC. P., BD. P., BE. P., BF. P., BG. P., BH. P., BI. P., BJ. P., BK. P., BL. P., BM. P., BN. P., BO. P., BP. P., BQ. P., BR. P., BS. P., BT. P., BU. P., BV. P., BW. P., BX. P., BY. P., BZ. P., CA. P., CB. P., CC. P., CD. P., CE. P., CF. P., CG. P., CH. P., CI. P., CJ. P., CK. P., CL. P., CM. P., CN. P., CO. P., CP. P., CQ. P., CR. P., CS. P., CT. P., CU. P., CV. P., CW. P., CX. P., CY. P., CZ. P., DA. P., DB. P., DC. P., DD. P., DE. P., DF. P., DG. P., DH. P., DI. P., DJ. P., DK. P., DL. P., DM. P., DN. P., DO. P., DP. P., DQ. P., DR. P., DS. P., DT. P., DU. P., DV. P., DW. P., DX. P., DY. P., DZ. P., EA. P., EB. P., EC. P., ED. P., EE. P., EF. P., EG. P., EH. P., EI. P., EJ. P., EK. P., EL. P., EM. P., EN. P., EO. P., EP. P., EQ. P., ER. P., ES. P., ET. P., EU. P., EV. P., EW. P., EX. P., EY. P., EZ. P., FA. P., FB. P., FC. P., FD. P., FE. P., FF. P., FG. P., FH. P., FI. P., FJ. P., FK. P., FL. P., FM. P., FN. P., FO. P., FP. P., FQ. P., FR. P., FS. P., FT. P., FU. P., FV. P., FW. P., FX. P., FY. P., FZ. P., GA. P., GB. P., GC. P., GD. P., GE. P., GF. P., GG. P., GH. P., GI. P., GJ. P., GK. P., GL. P., GM. P., GN. P., GO. P., GP. P., GQ. P., GR. P., GS. P., GT. P., GU. P., GV. P., GW. P., GX. P., GY. P., GZ. P., HA. P., HB. P., HC. P., HD. P., HE. P., HF. P., HG. P., HH. P., HI. P., HJ. P., HK. P., HL. P., HM. P., HN. P., HO. P., HP. P., HQ. P., HR. P., HS. P., HT. P., HU. P., HV. P., HW. P., HX. P., HY. P., HZ. P., IA. P., IB. P., IC. P., ID. P., IE. P., IF. P., IG. P., IH. P., II. P., IJ. P., IK. P., IL. P., IM. P., IN. P., IO. P., IP. P., IQ. P., IR. P., IS. P., IT. P., IU. P., IV. P., IW. P., IX. P., IY. P., IZ. P., JA. P., JB. P., JC. P., JD. P., JE. P., JF. P., JG. P., JH. P., JI. P., JJ. P., JK. P., JL. P., JM. P., JN. P., JO. P., JP. P., JQ. P., JR. P., JS. P., JT. P., JU. P., JV. P., JW. P., JX. P., JY. P., JZ. P., KA. P., KB. P., KC. P., KD. P., KE. P., KF. P., KG. P., KH. P., KI. P., KJ. P., KK. P., KL. P., KM. P., KN. P., KO. P., KP. P., KQ. P., KR. P., KS. P., KT. P., KU. P., KV. P., KW. P., KX. P., KY. P., KZ. P., LA. P., LB. P., LC. P., LD. P., LE. P., LF. P., LG. P., LH. P., LI. P., LJ. P., LK. P., LL. P., LM. P., LN. P., LO. P., LP. P., LQ. P., LR. P., LS. P., LT. P., LU. P., LV. P., LW. P., LX. P., LY. P., LZ. P., MA. P., MB. P., MC. P., MD. P., ME. P., MF. P., MG. P., MH. P., MI. P., MJ. P., MK. P., ML. P., MM. P., MN. P., MO. P., MP. P., MQ. P., MR. P., MS. P., MT. P., MU. P., MV. P., MW. P., MX. P., MY. P., MZ. P., NA. P., NB. P., NC. P., ND. P., NE. P., NF. P., NG. P., NH. P., NI. P., NJ. P., NK. P., NL. P., NM. P., NN. P., NO. P., NP. P., NQ. P., NR. P., NS. P., NT. P., NU. P., NV. P., NW. P., NX. P., NY. P., NZ. P., OA. P., OB. P., OC. P., OD. P., OE. P., OF. P., OG. P., OH. P., OI. P., OJ. P., OK. P., OL. P., OM. P., ON. P., OO. P., OP. P., OQ. P., OR. P., OS. P., OT. P., OU. P., OV. P., OW. P., OX. P., OY. P., OZ. P., PA. P., PB. P., PC. P., PD. P., PE. P., PF. P., PG. P., PH. P., PI. P., PJ. P., PK. P., PL. P., PM. P., PN. P., PO. P., PP. P., PQ. P., PR. P., PS. P., PT. P., PU. P., PV. P., PW. P., PX. P., PY. P., PZ. P., QA. P., QB. P., QC. P., QD. P., QE. P., QF. P., QG. P., QH. P., QI. P., QJ. P., QK. P., QL. P., QM. P., QN. P., QO. P., QP. P., QQ. P., QR. P., QS. P., QT. P., QU. P., QV. P., QW. P., QX. P., QY. P., QZ. P., RA. P., RB. P., RC. P., RD. P., RE. P., RF. P., RG. P., RH. P., RI. P., RJ. P., RK. P., RL. P., RM. P., RN. P., RO. P., RP. P., RQ. P., RR. P., RS. P., RT. P., RU. P., RV. P., RW. P., RX. P., RY. P., RZ. P., SA. P., SB. P., SC. P., SD. P., SE. P., SF. P., SG. P., SH. P., SI. P., SJ. P., SK. P., SL. P., SM. P., SN. P., SO. P., SP. P., SQ. P., SR. P., SS. P., ST. P., SU. P., SV. P., SW. P., SX. P., SY. P., SZ. P., TA. P., TB. P., TC. P., TD. P., TE. P., TF. P., TG. P., TH. P., TI. P., TJ. P., TK. P., TL. P., TM. P., TN. P., TO. P., TP. P., TQ. P., TR. P., TS. P., TT. P., TU. P., TV. P., TW. P., TX. P., TY. P., TZ. P., UA. P., UB. P., UC. P., UD. P., UE. P., UF. P., UG. P., UH. P., UI. P., UJ. P., UK. P., UL. P., UM. P., UN. P., UO. P., UP. P., UQ. P., UR. P., US. P., UT. P., UU. P., UV. P., UW. P., UX. P., UY. P., UZ. P., VA. P., VB. P., VC. P., VD. P., VE. P., VF. P., VG. P., VH. P., VI. P., VJ. P., VK. P., VL. P., VM. P., VN. P., VO. P., VP. P., VQ. P., VR. P., VS. P., VT. P., VU. P., VV. P., VW. P., VX. P., VY. P., VZ. P., WA. P., WB. P., WC. P., WD. P., WE. P., WF. P., WG. P., WH. P., WI. P., WJ. P., WK. P., WL. P., WM. P., WN. P., WO. P., WP. P., WQ. P., WR. P., WS. P., WT. P., WU. P., WV. P., WW. P., WX. P., WY. P., WZ. P., XA. P., XB. P., XC. P., XD. P., XE. P., XF. P., XG. P., XH. P., XI. P., XJ. P., XK. P., XL. P., XM. P., XN. P., XO. P., XP. P., XQ. P., XR. P., XS. P., XT. P., XU. P., XV. P., XW. P., XX. P., XY. P., XZ. P., YA. P., YB. P., YC. P., YD. P., YE. P., YF. P., YG. P., YH. P., YI. P., YJ. P., YK. P., YL. P., YM. P., YN. P., YO. P., YP. P., YQ. P., YR. P., YS. P., YT. P., YU. P., YV. P., YW. P., YX. P., YY. P., YZ. P., ZA. P., ZB. P., ZC. P., ZD. P., ZE. P., ZF. P., ZG. P., ZH. P., ZI. P., ZJ. P., ZK. P., ZL. P., ZM. P., ZN. P., ZO. P., ZP. P., ZQ. P., ZR. P., ZS. P., ZT. P., ZU. P., ZV. P., ZW. P., ZX. P., ZY. P., ZZ. P.

**LOUD "WOLF CALL"**  
**AUTO HORN**  
"sounds like wolf or yelp."  
"mimics howling wolf."  
"loud, clear, long."  
"easy to install."  
"works on all cars."  
"great for hunting."  
"great for fishing."  
"great for camping."  
"great for hiking."  
"great for biking."  
"great for driving."  
"great for everything."  
"great for everyone."  
"great for everywhere."  
"great for everything."  
"great for everyone."  
"great for everywhere."  
"great for everything."  
"great for everyone."  
"great for everywhere."

**45c**

**Surprise Backers** \$1.00

**Surprise Package \$1.00**

**A Bargain & Thrill**

Columbus took a chance—why not you? Made up to get rid of surplus items, samples and close-outs, we get from all over world. Be a sport, get a real thrill as you open our package and find absolutely nothing in: **\$1.00**



side.

 **JOKE POP-UP TIE**  
Greatest Comedy gag of  
the century! Imagine your  
surprise when this thing,  
specially weighted, pops  
up and slams  
you in the head.  
Wow! **\$1.00**

**MAGIC DECK OF**

**SURE WIN CARDS**

Looks entirely normal even on close examination, but does amazing tricks without a gimmick. Secret: standard deck differs from ways—(1) backs have secret code marks; (2) read face values from back; (3) “strippers”—deck cut so cards are tapered—one end

A black and white line drawing of a hand holding a playing card. The hand is shown from the side, with fingers gripping the edges of the card. The card is held vertically, and its face is blank, showing only the texture of the paper. The drawing is simple, with bold outlines and no shading.

slightly narrower. Desired card located in middle of deck by feel. Mechanical operation: no practice. You can be the best cheat in your neighborhood. This, plus orician or "Sure Win" dice guaranteed to make you a bum **\$1.50**

---

**LUMINOUS PAINT**  
Shines in the dark! How would you like to shine in the dark. Throw those old electric light bulbs away. Read by the light **\$1.00**



**THROWING**



**DAGGER KNIFE**  
Properly shaped and balanced for throwing. Hunt small game and small friends. Penetrating point-tool steel. Hard hitting, easy to

Throw. Need we say more. Fits comfortably inside the sleeve or collar behind the neck. . . . . **\$1.50**

**Thick Lensed Eyeglasses**

Heavy duty eyeglasses specially made for readers of our advertisements. You will notice by now, that your eyesight has gone quite bad

**ADD 10c ON ALL ORDERS UNDER \$1.00**



# MAD MUMBLINGS



We'd like to start the column off with an announcement we are pleased to make. A collection of the best stories from MAD has been printed and bound in a Pocket-Book edition by the Ballantine Book publishers. Copies are available for 35c at your magazine-stands and book-shops. -ed.

Dear Editor:

I enjoyed reading issue #17 of MAD, but it gave me a terrible headache because some dope put the cover on upside-down and I had to stand on my head to read the book. I didn't want anybody to think I was reading the book with the cover upside-down. -Flat Top-(No Address)

...What are the addresses of the bee-utiful candidates for Miss Potgold of 1955? I like the one with the pony-tail. -Tommy Anvill-Brookline, Mass.

...My vote (gasp) my vote is (ugh) Miss Bontney Flent. -Rich-(No Address)

...Enclosed you will find my ballot for the Miss Potgold '55 contest with one slightly aged bung; also, one genuine shark's tooth from Florida; and one sample of radio-active pitchblende from Canada. The shark's tooth is guaranteed to prevent paint-pots from falling on your head when you pass under a ladder. With one of these in your pocket, the painter will fall on your head. -Barry Roth-Mt. Kisco, N. Y.

...The returns are in from that Miss Potgold contest and George has won, hands down. However, the contest has been invalidated since most of you dirty cheapskate bums didn't send along your bungs from kegs of Potgold beer. -ed.

...I couldn't enclose the bung from the keg of Potgold beer because I don't have the money, there isn't any sold where we live, but mainly I don't drink beer. -Stuart Glass-(No Address)

...I liked the Potgold feature. I thought that the candidates took sheer genius to draw. -Brian Daly-Bronx, N. Y.

...I just had to write and tell you how much I enjoyed Basil's (Miss Potgold) story. -George Ball-Woonsocket, R. I.

...We know that lampoon material is dwindling rapidly, but that is no excuse for those (echhhh) 6 pages of tripe by Basil Wolverton in #17. Leave the pages blank and we can droodle on them. -Al Heumann-Upper Darby, Penn.

...The girls you drew as the future Miss Potgold were disgusting and sickening. I also think you should leave the beer out of the comic-books. There is entirely too much beer being advertised now where kids can see it without it being in the comic-books. Now I know why they are banning some of the comic-books. - (Anonymous)

...In reading issue #17, I liked very much the Potgold feature. I think that you really showed what beer is. Keep up the good work. - (Anonymous)

...One item that you forgot in Julius Caesar is practiced by almost every comic-book publisher including yours! This is, the practice of putting exclamation points after every sentence! -Peter Graham-Fairfax, Cal.

...We of SPACMWP (Society for Prevention of Abuse, Cruelty, and Misuse of the Word Potrzebie) were horrified when we read the letter of Mr. Moss, Pres. of SPAMWF (Society for Prevention and Misuse of the Word Furshlug-giner), in which he came right out and insulted the word Potrzebie. Such thoughtlessness and insolence cannot go on unnoticed. We thought it was bad enough the way you were mutilating the true meaning of the word in your stories. We wish you would stop. Also, we demand an apology from Mr. Moss. -T. R. Lee (pres. SPACMWP)-Waukesha, Wis.

...You can't imagine how shocked we at SPAMWP (Society for the Prevention and of Abuse and Misuse of the Word Potrzebie) were when we read the letter from that Burl Moss person. -Robert Jolly (pres. SPAMWP)-San Antonio, Tex.

...We think that this is a very uncouth accusation and from now on, we of APMUWP (Association for Prevention and Misinterpretation and Use of the Word Potrzebie.) will have nothing to do whatsoever with their silly word. -James Cromwell (pres. APMUWP)-Rush, Tex.

...We of the SFWP (Society for the Furtherment of the Word Potrzebie) demand an apology. -Philip Winterson (pres. SFWP)-Winchester, Mass.

...I was amazed at the blast you took at Joe McCarthy and Roy Cohn. in MAD #17. It seems like you guys should leave your hands off politics in your mags. Communism is no joke!... and neither are the men who fight it. You can't stay in business writing stuff like that. -Nelson Lyon-Parsippany, N. J.

...MAD analysed: *Psychologically*-A release of socially induced inhibitions through hyperbolic portrayal of the conventional aspects in the inhibitory agents; *Egoistically*-A mechanism for personal (editors) and general (readers) exultation by ludicrous grasping of the universal components which comprise existence; *Historically*-An inevitable reaction to the current evolution of human understanding where traditions, prejudices, systems, cultures and technology have been extended to unprecedented planes of specific intricacy but total incongruity; - *Medicinally*-An ingenious consideration of the world's prognosis and superb panacea for the condition; *Metaphysically*-A bold and expansive effort at comprehending in the most possible omniscience and frequently *sub specie aeternitatis*; *Pecuniously*-A diabolically clever method of obtaining a speedy shekel (fast buck). -Ernest Sherman-(Negative Residential Indication)

...Wallahi! What a magazine! The stories within these covers would have pleased the Commander of the Faithful himself. Has it not been truly written...There is no MAD but MAD, and Melvin is its Prophet. Salaam, Sidi Effendi, and by the Ninety and Nine Names of Potrzebie, give us more. -Sheik el John el Gaboury-(No Address)

...I think your mag is swell for squashing spiders. -B. L. D. -Blythe, Cal.

...I thought you'd be interested in knowing that your comic is more popular than igisher, ehougha, and many more. -Peggy Dart-San Diego, Cal.

...What kind of idiot is so touchy that he will mistake the Mona Lisa for the Madonna or shout "Prejudice!" when you satirize an already satirized Chinese (Mad Mumblings, Issue #17)? MAD is by far the most intelligent and mature comic on the market, besides the generally wittiest. From the start, you have cleverly pointed out the stupidities, the idiocies, the hypocracies of life today. You are the only comic that has dared to be subtle...to assume intelligence on the part of the reader. Your wide adult circulation has proven a point: that it is possible to be funny while you advance a worthwhile message. I think I speak for most readers when I say, keep it up. You haven't been stepping on any toes that don't need it. -Ted Nelson-New York, N. Y.

...I have read plenty of comic-books, and most of them are real childish. At least you have hit on a book that grown-ups can get a laugh out of. My buddies and I get a real jolt from your humor. -Pfc. Frank Blahnik-Yangu, Korea.

...Please be advised that your book MAD has been relegated to the incinerator since its first appearance in our home. Its ugly, sexy caricatures of the human face and form and suggestive theme are obnoxious. What a way to earn a living! -Mrs. M. E. Biggs-San Jose, Cal.

advertisement

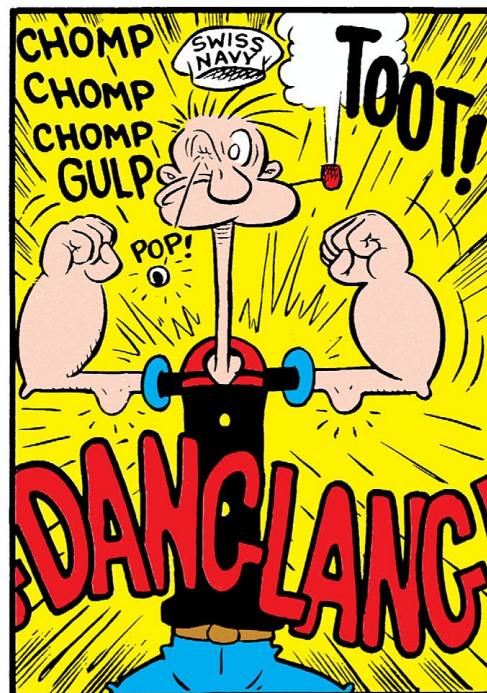
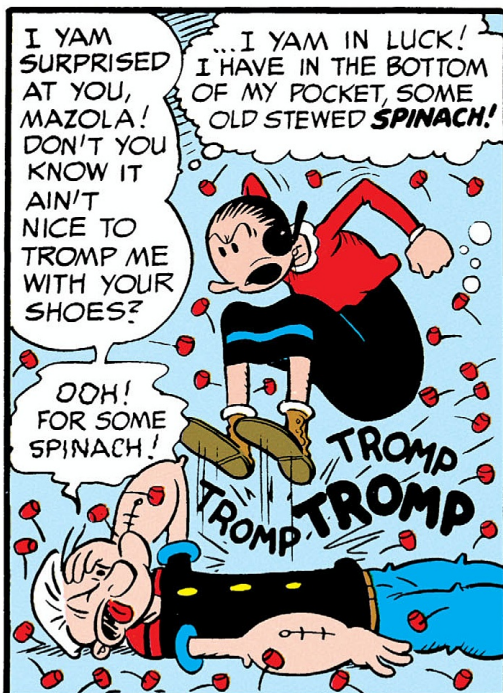
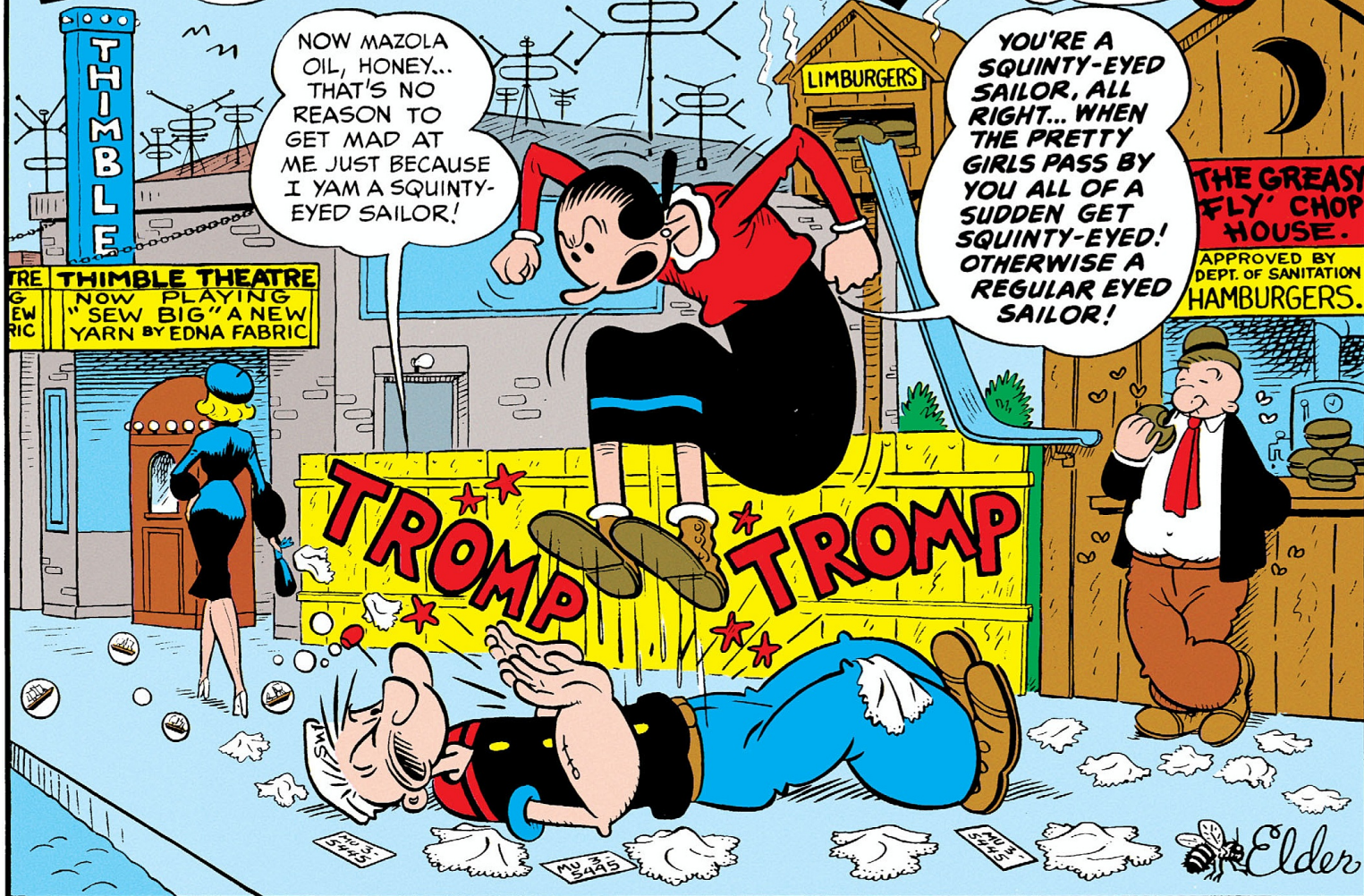
Help us earn our miserable living. Send money for subscriptions. \$1.00 for eight issues mailed in bullet-proof manila envelopes. Address all mail to:

MAD editors  
Room 706 Dept. 21  
225 Lafayette Street  
New York 12, New York

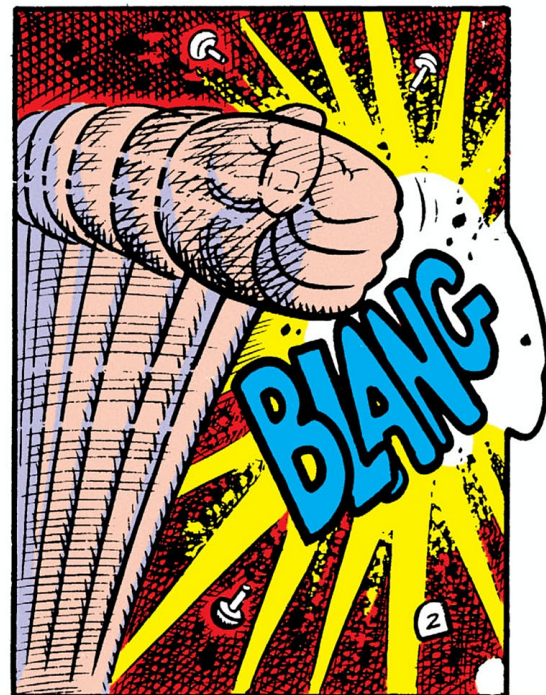
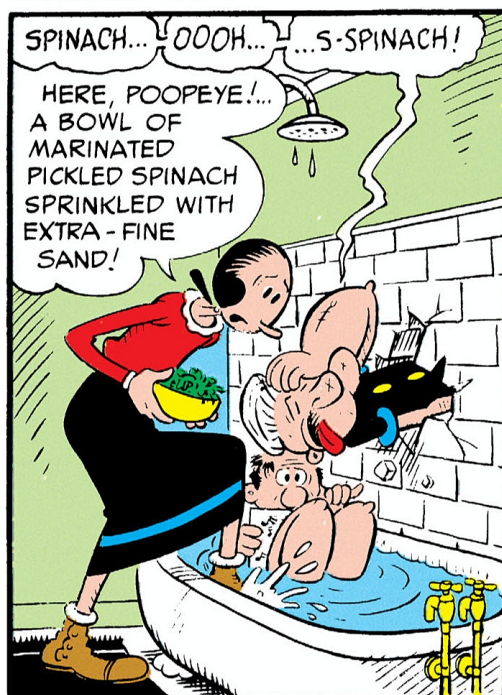
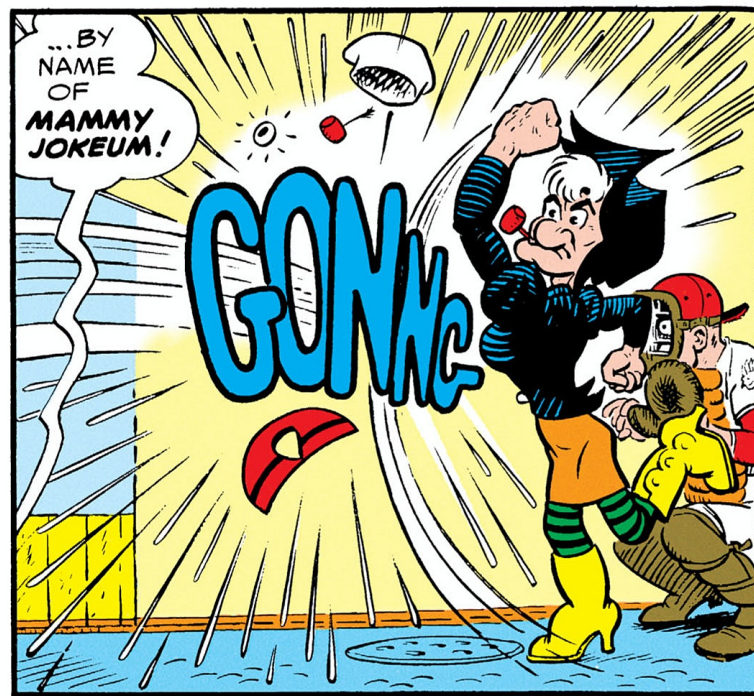
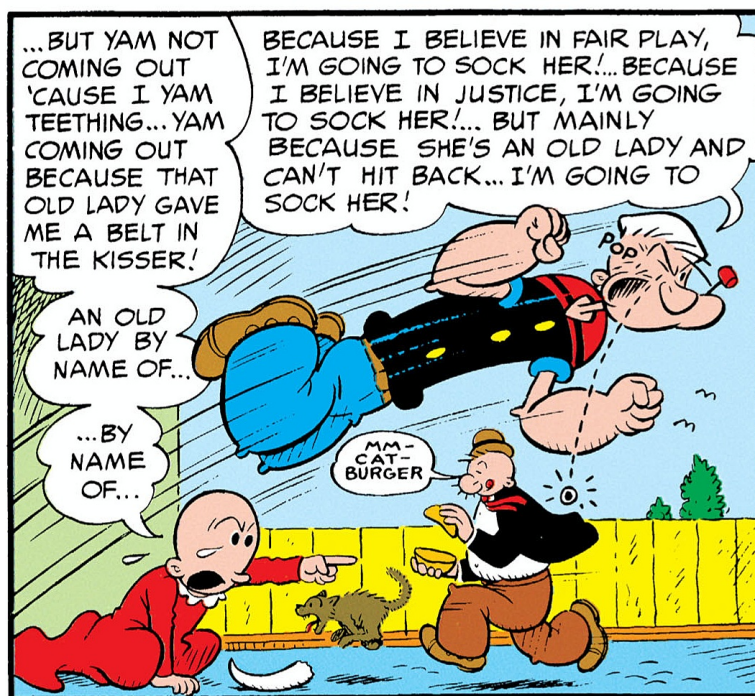
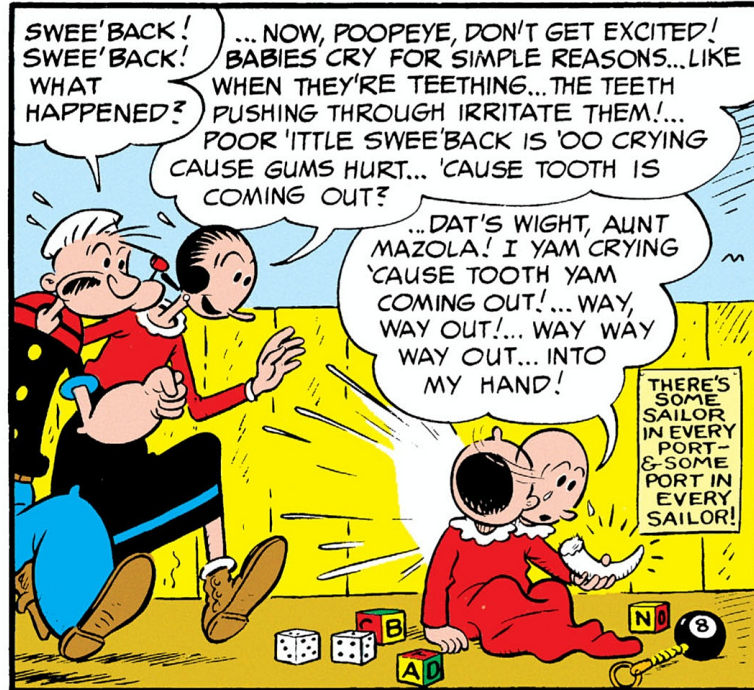
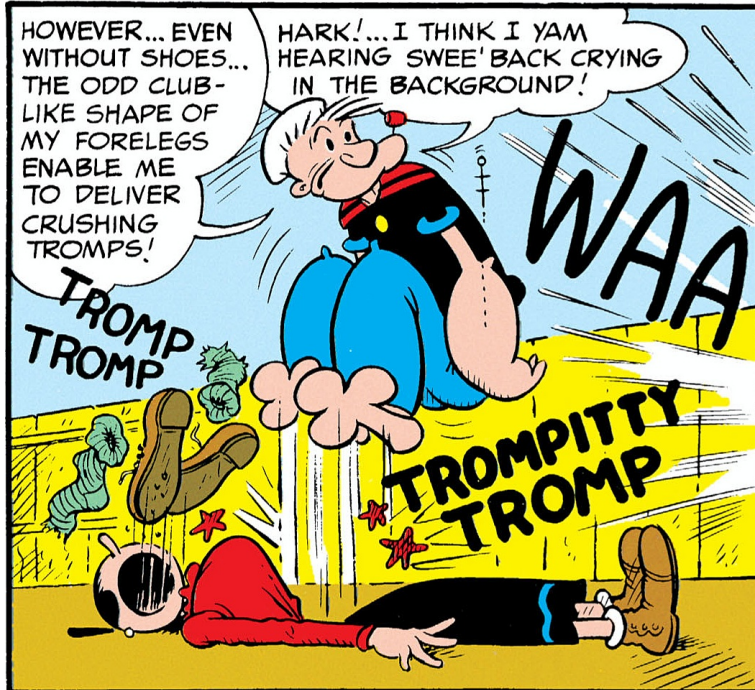


NEWSPAPER CARTOON DEPT.: ONE THING THAT GETS US ABOUT THE CARTOON WORLD IS...YOU HAVE THESE STRONG GUYS!...NO MATTER **WHAT** HAPPENS...NO MATTER **HOW** BAD THINGS ARE... NO MATTER **WHAT**...WHO...HOW...WHO...WHO...HOW...HA...WHO...HA-WHO...WHO-HA...THESE GUYS WIND UP BEING THE STRONGEST!... LIKE FORINSTANCE...TAKE THIS GUY...

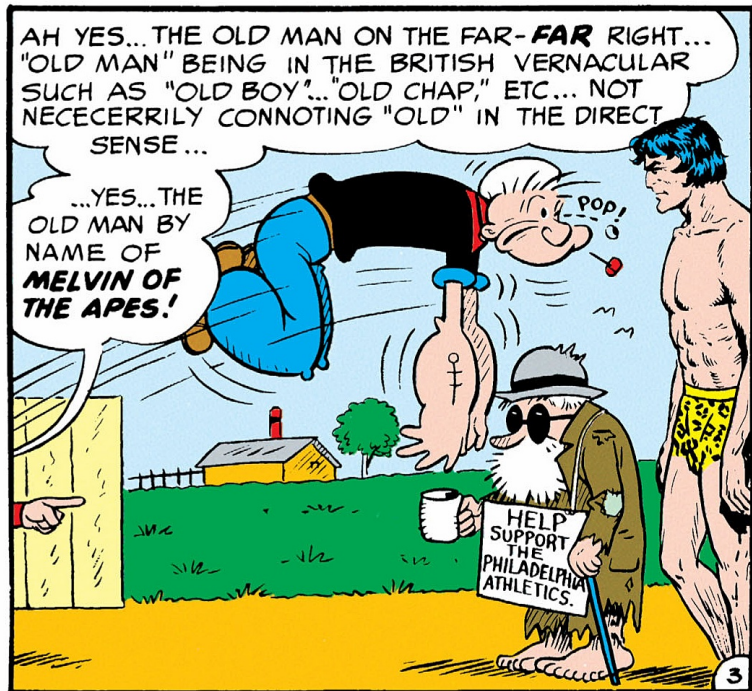
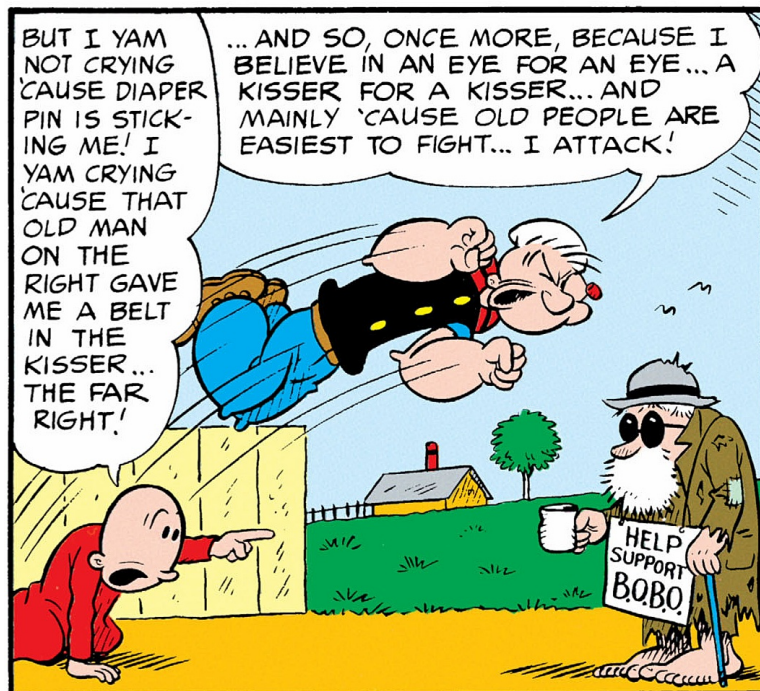
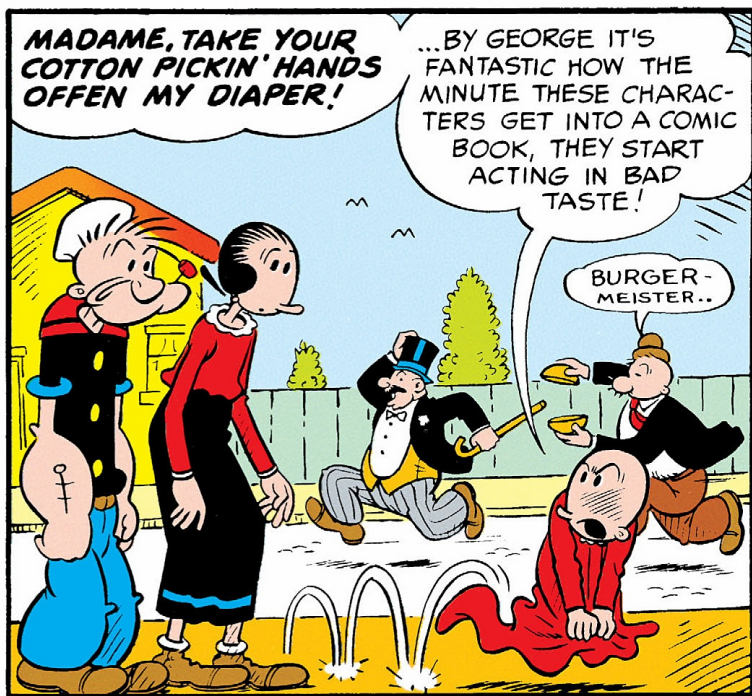
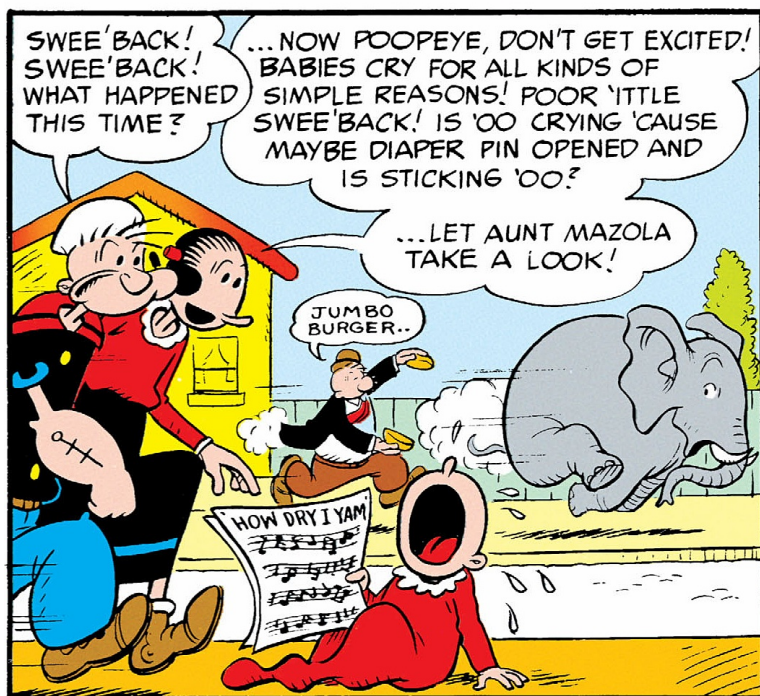
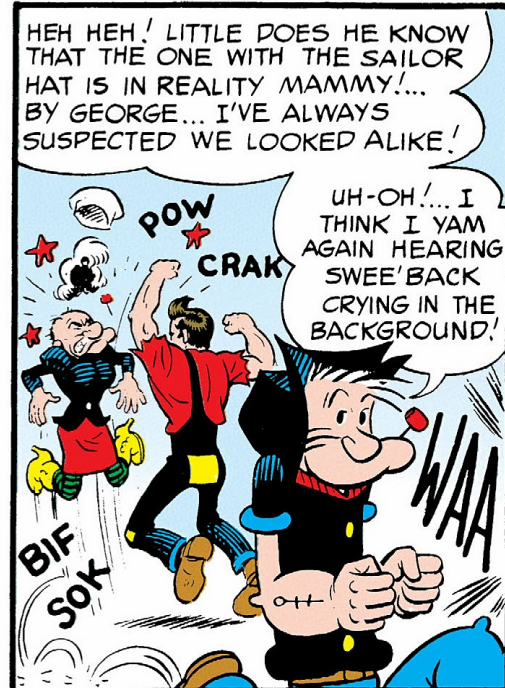
# POOPEYE!





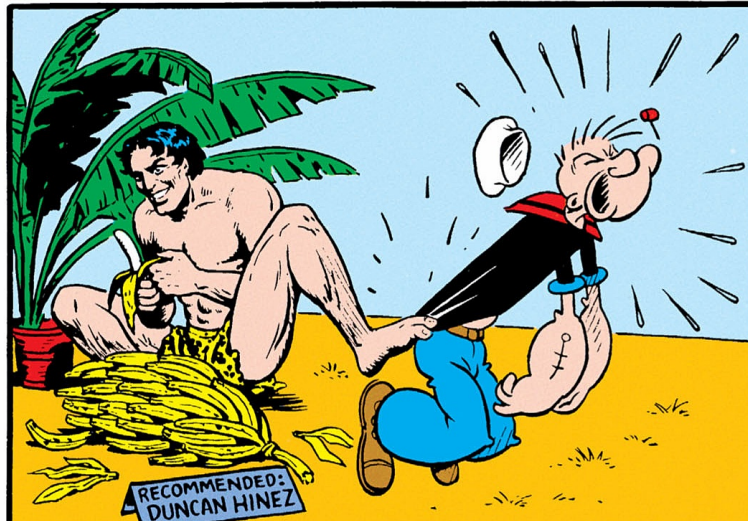
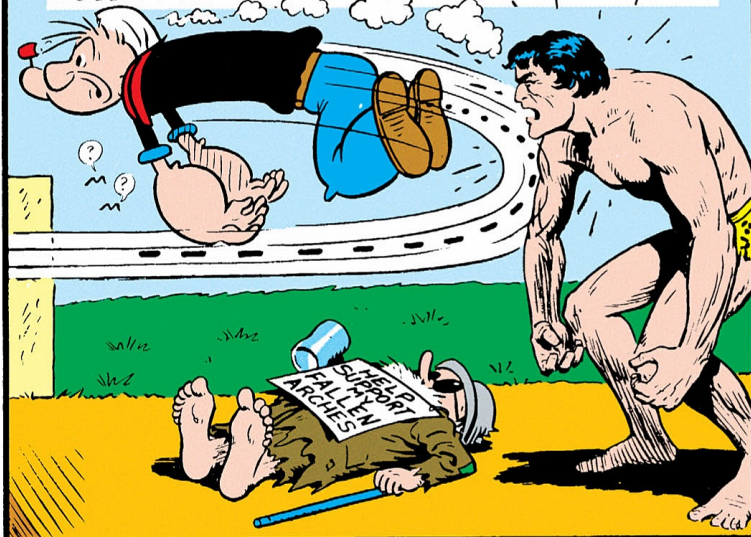




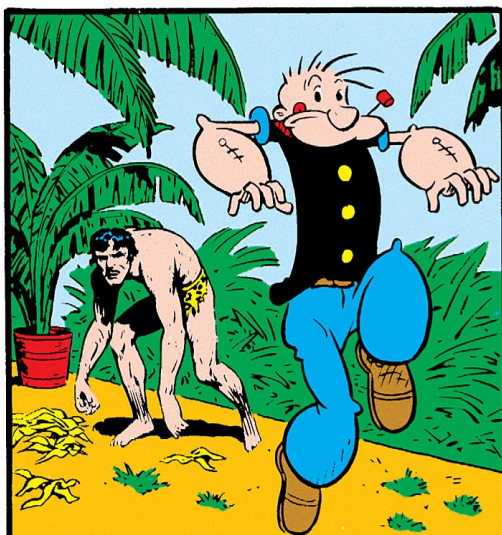




... THE JUNGLE-LORD... SENSING A CHALLENGE IN THE TWO-LEGGED NGANI, IMMEDIATELY ASSUMES THE DEFENSIVE STANCE... UTTERING THE LOW WARNING GROWL OF NGAMBO, THE BIG BULL-APE.



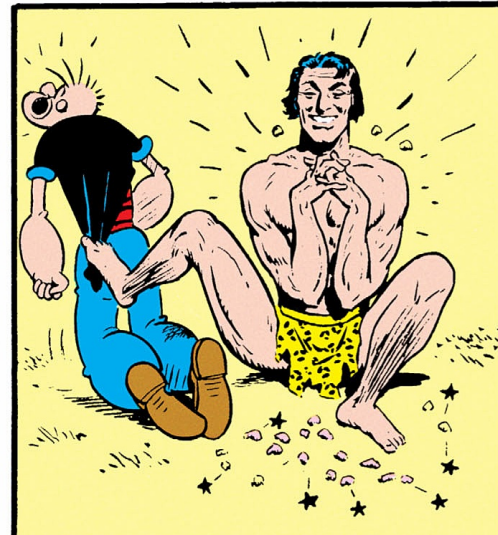
THE SQUINT-EYED NGANI, HOWEVER, SLILY ATTEMPTS THE DIVERSIONARY RUSE OF OFFERING THE JUNGLE LORD A BUNCH OF JAMBO UMBALLA WHICH DOES NOT FOOL THE APE-MAN WHO TAKES A FIRM HOLD ON THE NGANI WITH HIS TOES.



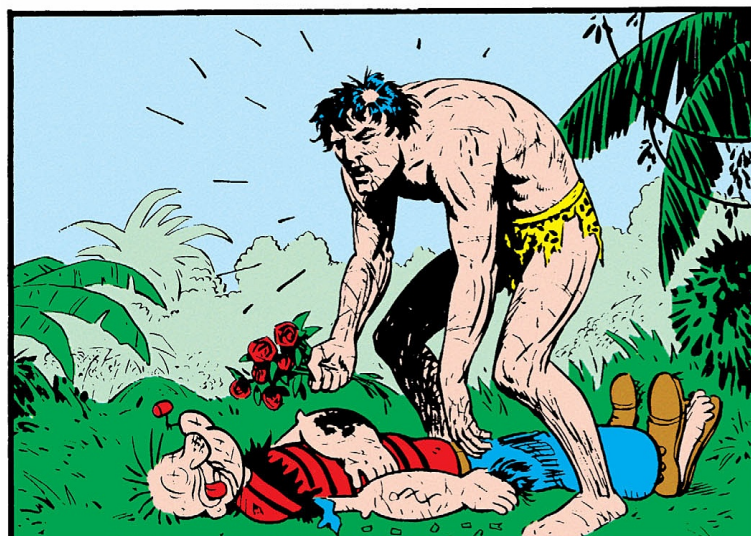
AND NOW... THE APE-MAN STALKS HIS PREY, MUCH LIKE NGOWA THE LION OR NGALLA THE ELK OR MAYBE NGOOMBA THE KNIGHT OF PYTHIAS.



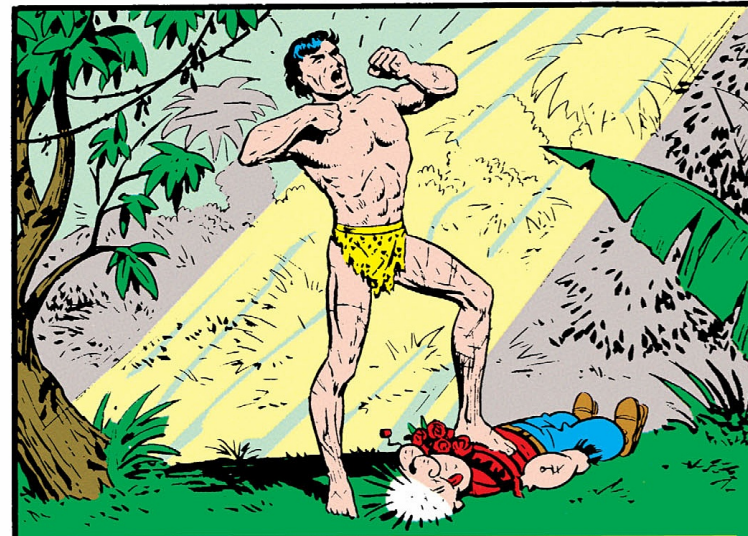
...SUDDENLY, THE JUNGLE LORD LEAPS... HIS SINEWY ARMS CLOSING LIKE STEEL BANDS... MUSCLES TENSING, STRAINING, BULGING, TILL A LOUD "CRACK" IS HEARD...



...FOR MELVIN OF THE APES HAS A SICKENING HABIT OF CRACKING HIS KNUCKLES ALL THE TIME! ...THEN WITH HIS KNUCKLES AUS-GE-CRACKED... BACK TO THE ATTACK.

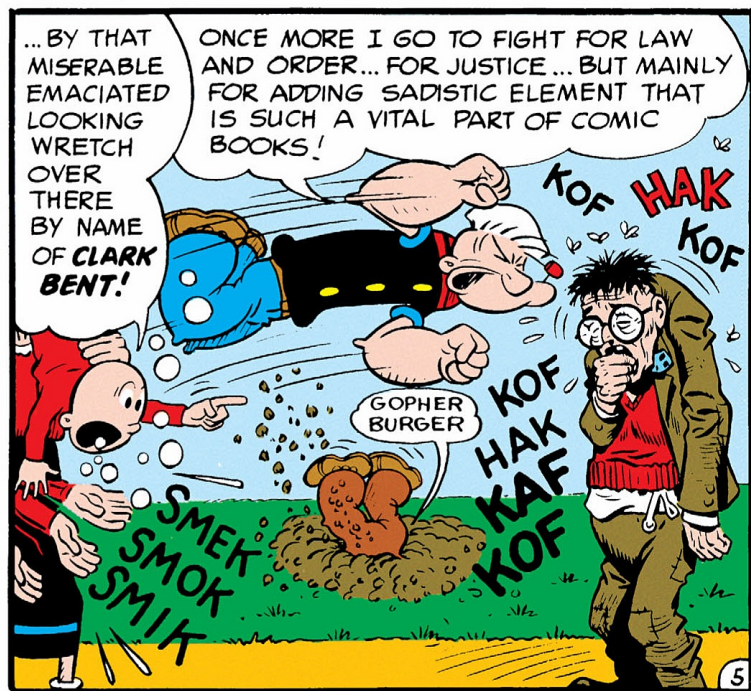
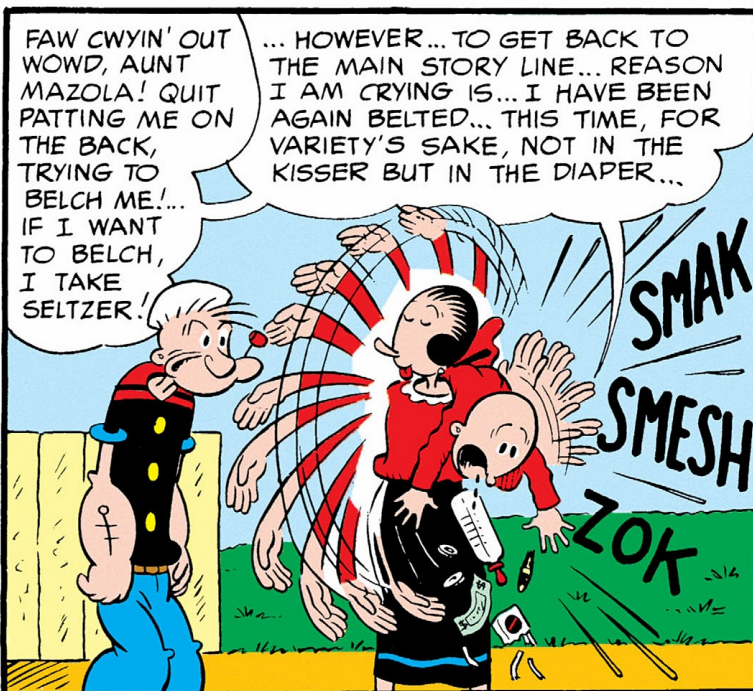
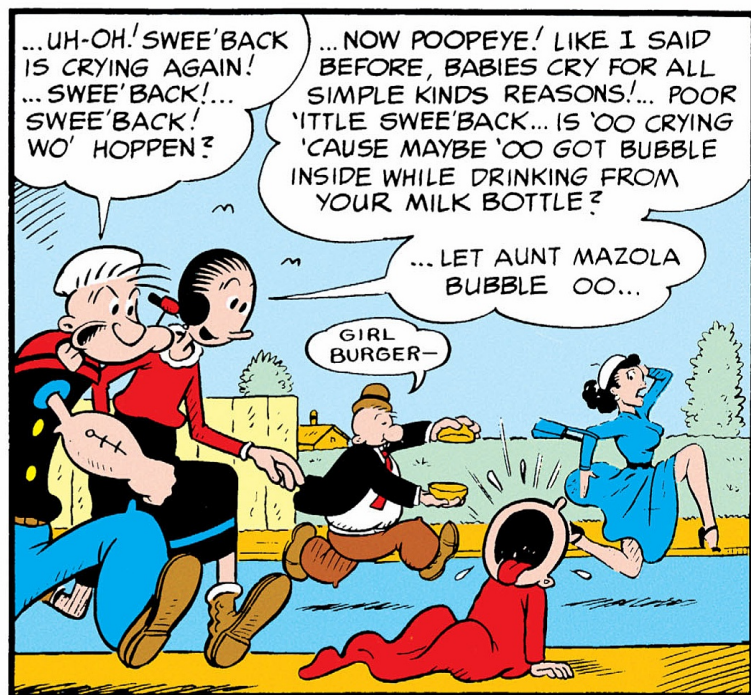
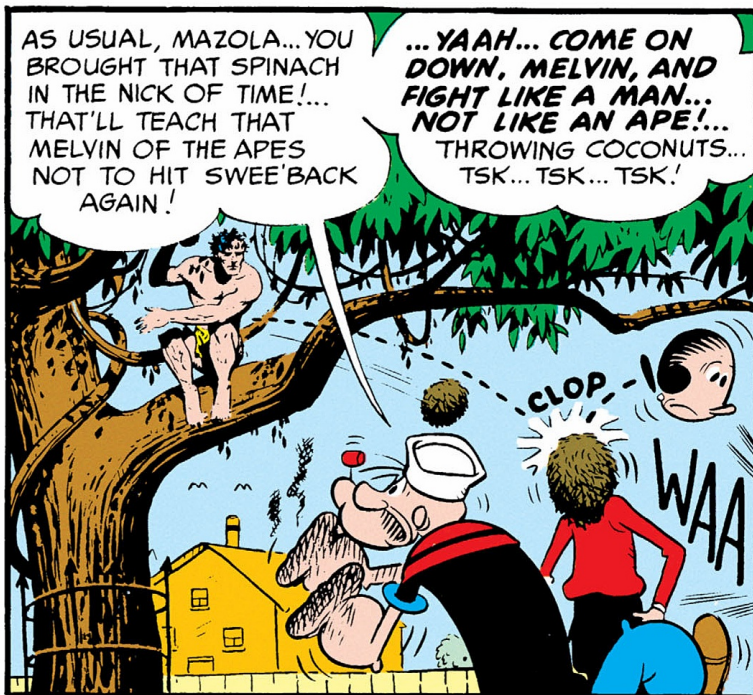
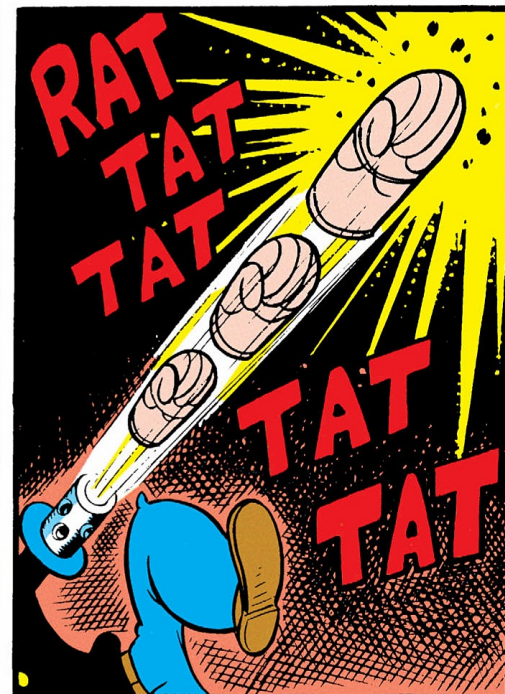
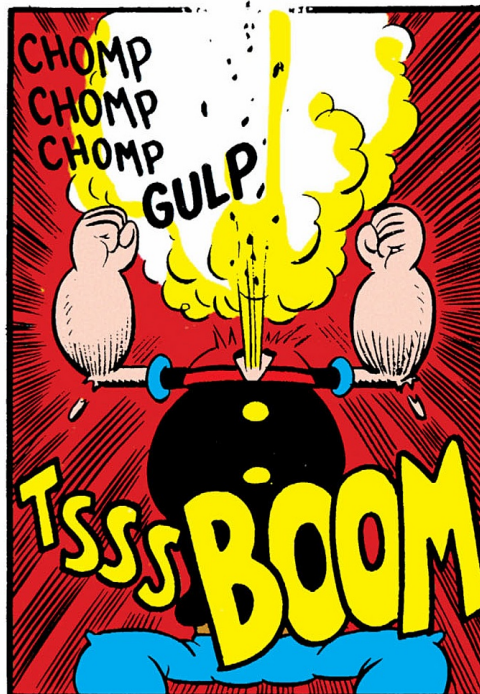
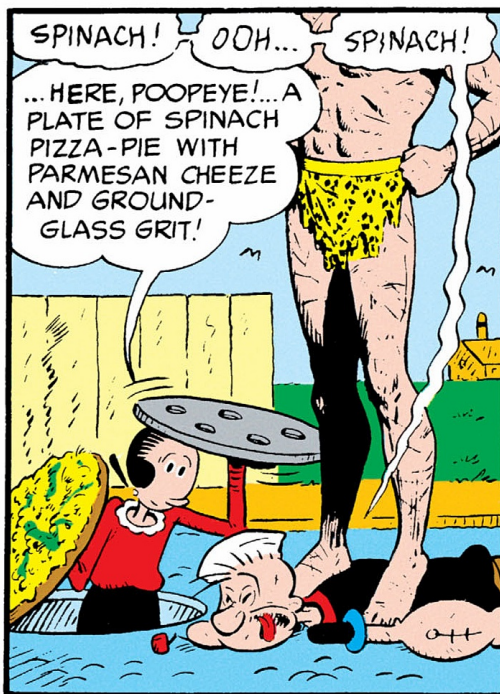


THE NGANI SAILOR-MAN IS NO MATCH FOR THE STEEL SINEWED JUNGLE LORD WHO... WITH THE INSTINCTS OF THE JUNGLE IN HIS BLOOD... STANDS PANTING OVER HIS PREY. FOR NOW THAT THE PREY HAS BEEN CAPTURED... IT IS TIME TO **FEAST!**

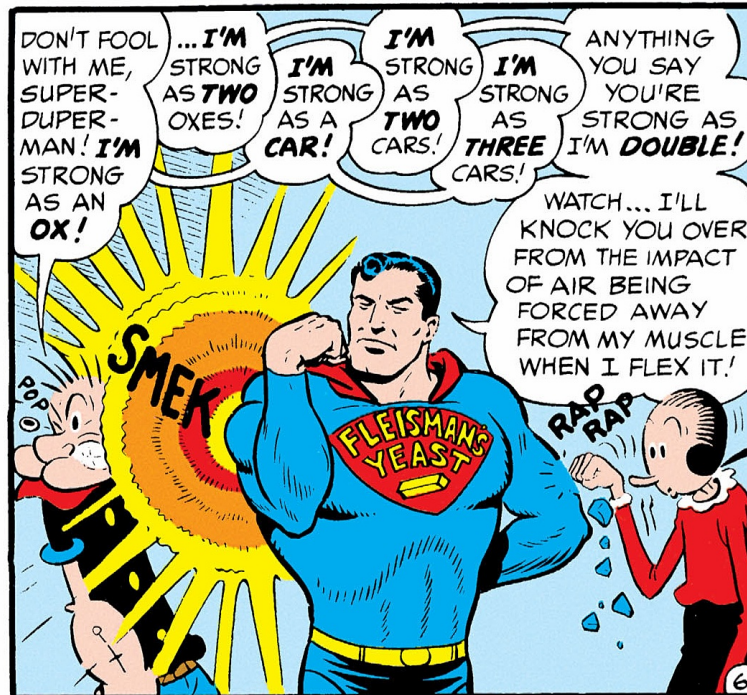
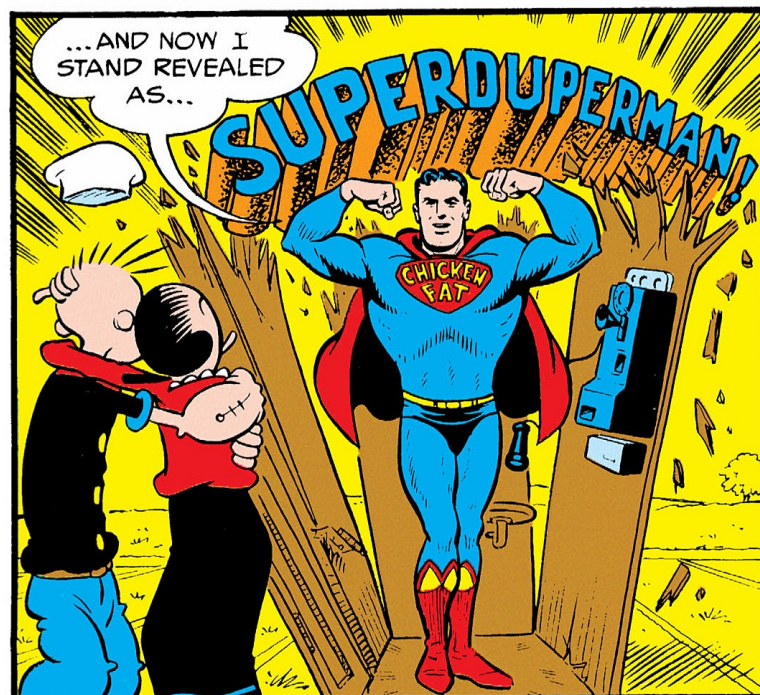
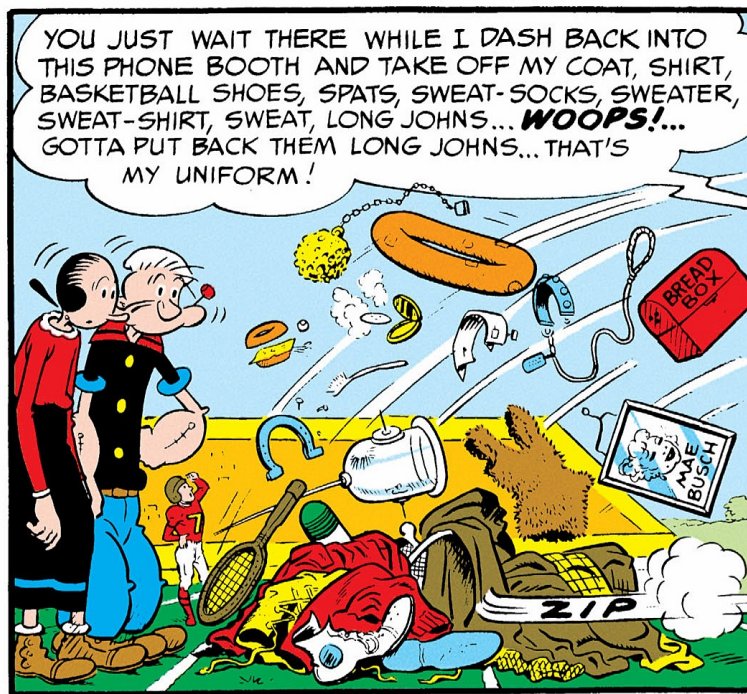
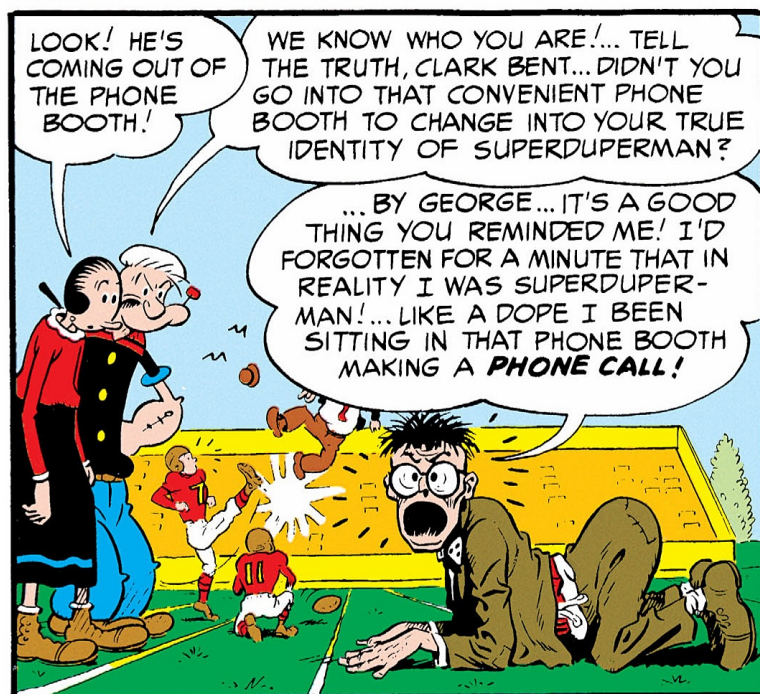
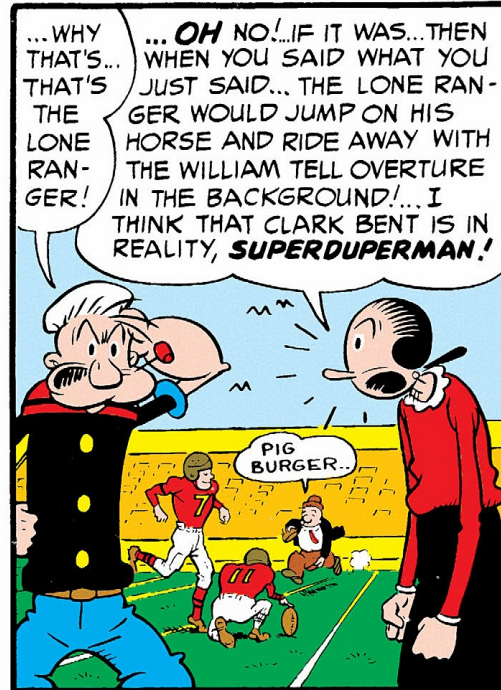
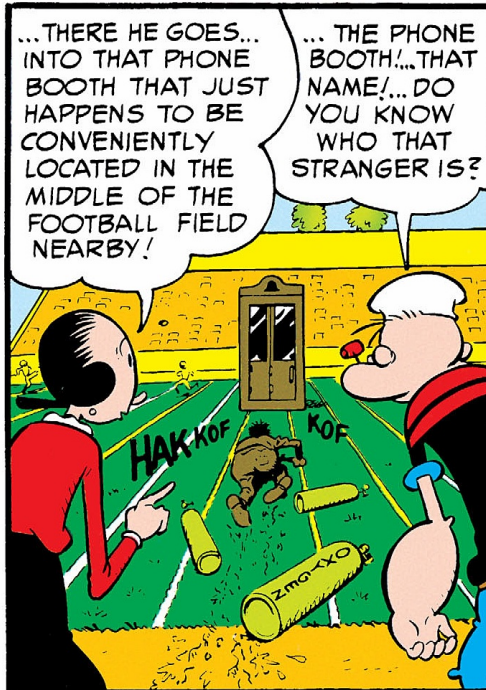


FOR NOW IT IS NGMELVIN THE BULL-APE GIVING THE BLOOD CURDLING CRY OF VICTORY BEFORE THE FEAST! ...EYES GLEAMING, FANGS BARED, THE APE-MAN CROUCHES TO FEAST...AND SO, HE EATS HIS SWISS CHEESE ON WHITE BREAD SANDWICH THAT JANE HAS WRAPPED FOR HIM.

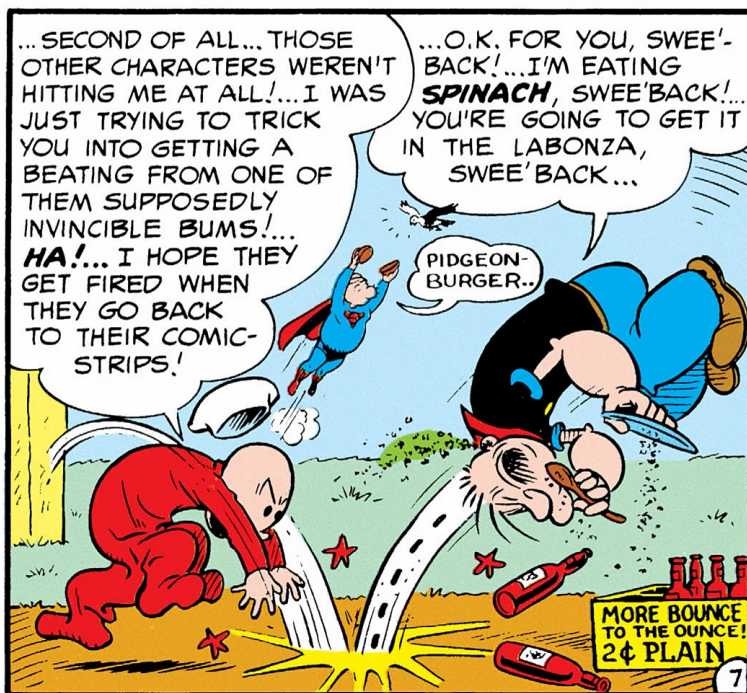
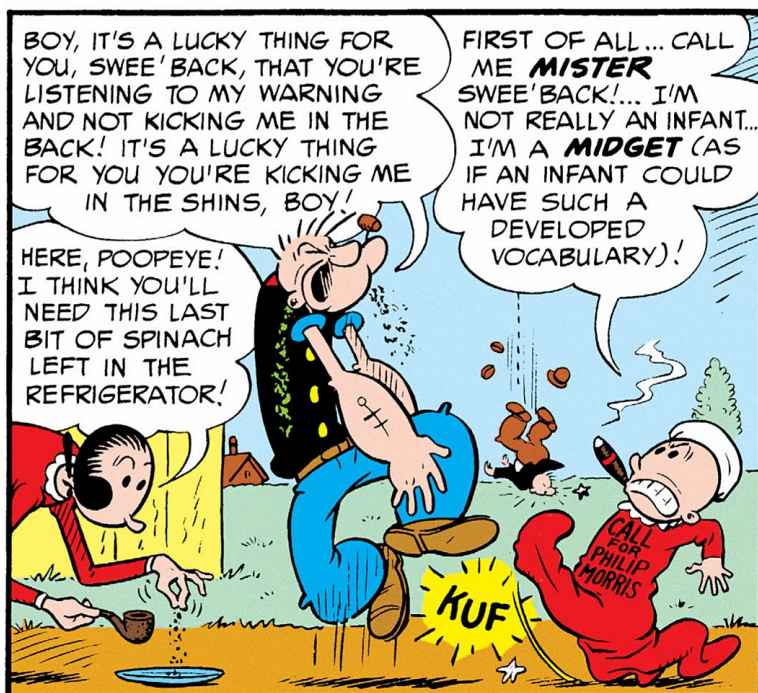
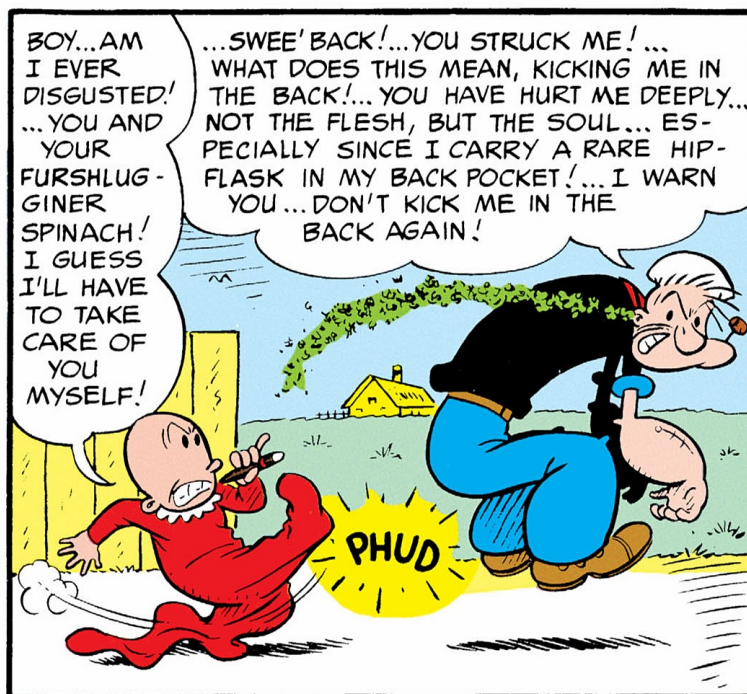
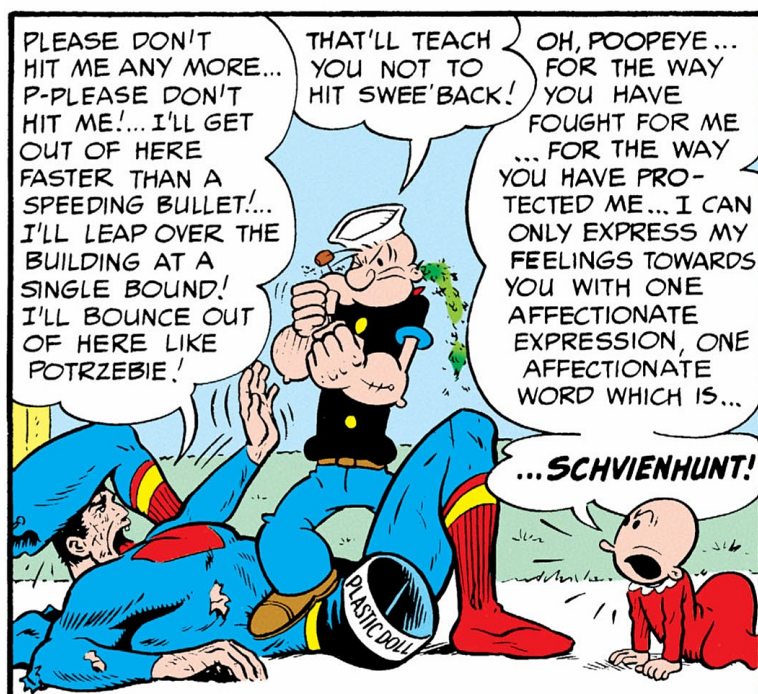
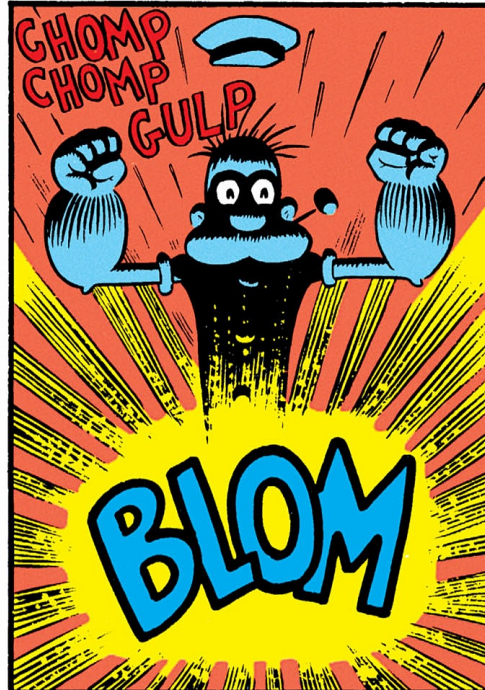






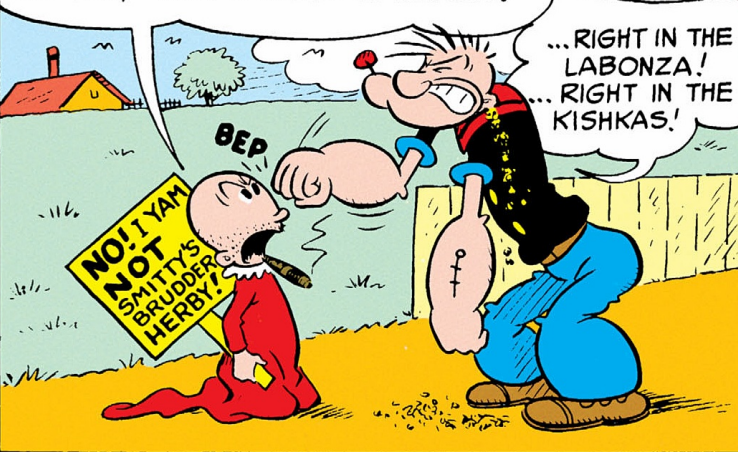








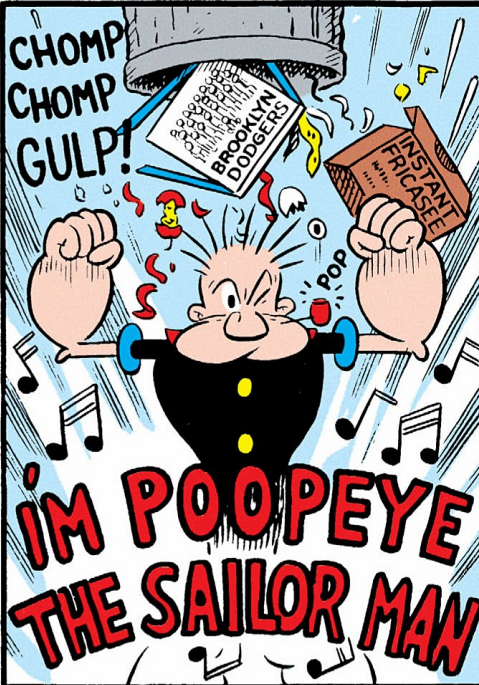
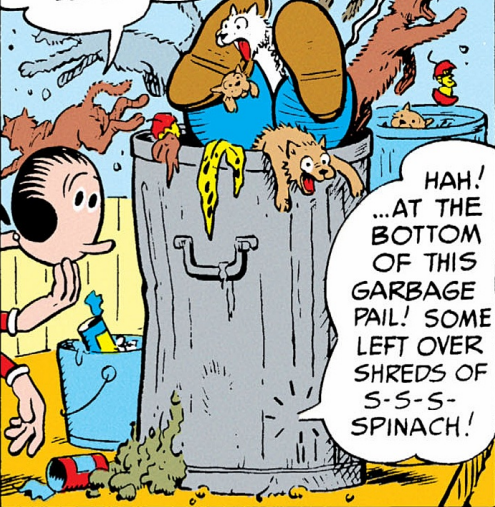
AND DO YOU KNOW **WHY?**... DO YOU KNOW **WHY** I WAS TRYING TO GET YOU BEAT UP?... I'LL TELL YOU WHY!... BECAUSE I AM "**MAD-MAN SWEET' BACK**"... THE **BROCOLLI** KING, THAT'S WHY!... I OWN THE BIGGEST BROCOLLI BUSINESS IN THE WORLD, THAT'S WHY!... BUT WHEN KIDS WANT TO GET STRONG DO THEY EAT BROCOLLI?... **NO!**... BECAUSE OF YOU, THEY CHOOSE **SPINACH!**



... SO WHAT IF THERE'S IRON IN SPINACH! THERE'S IRON IN **BROCOLLI!**... THERE'S IRON IN **PRUNES!**... THERE'S IRON IN **RAISINS!**... BUT WHEN KIDS WANTS TO GET STRONG, THEY CHOOSE GRITTY, LUMPY OLD **SPINACH!** **BECAUSE A MISERABLE, SQUINTY-EYED SAILOR BEATS UP EVERYBODY, THEY CHOOSE SPINACH! THAT'S WHY!**

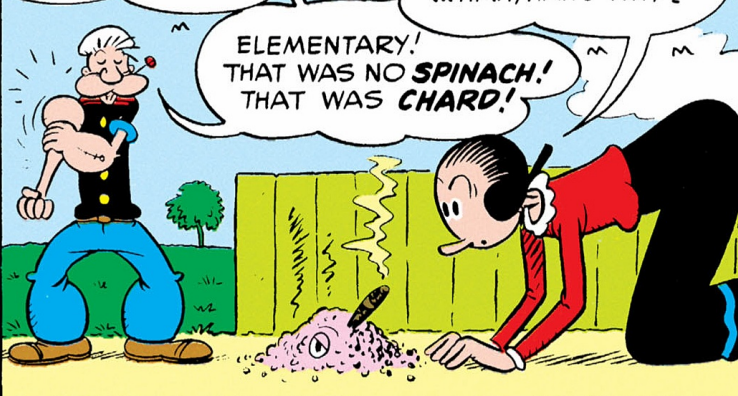


SPINACH! ...OY! ...SPINACH! POOR POOPEYE! THERE'S NO MORE SPINACH LEFT!

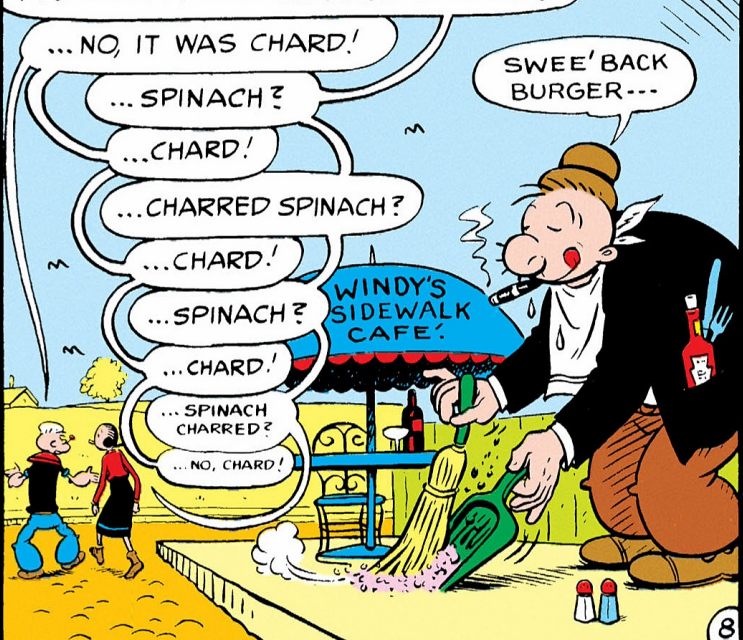


THAT TAKES CARE OF MAD-MAN SWEET' BACK!... HOW CAN I POSSIBLY EAT BROCOLLI, PRUNES OR RAISINS! DIDN'T THE POOR STUPID FOOL REALIZE THAT I AM BETTER KNOWN AS MAD-MAN POPEYE, THE SPINACH KING?

...THERE'S ONLY ONE THING I CAN'T FIGURE OUT, POOPEYE!... WHY IS IT THAT YOU DIDN'T GAIN STRENGTH WHEN I GAVE YOU THAT LAST BOWL OF FROZEN SPINACH I HAD IN THE REFRIGERATOR ...HAH?... WHY?... HAH?... HAH, HAH? WHY?



YOU MEAN IT WAS CHARRED SPINACH?





**SCIENCE DEPT.:** YOU EVER WATCH ONE OF THESE SPORTS NEWSREELS WHERE THEY'VE SPED UP THE CAMERA TO SLOW DOWN THE ACTION?... BY GEORGE, THERE'S MORE GOES ON IN AN ACTION THAN MEETS THE EYE!... LIKE FOR INSTANCE, LET US SHOW YOU WHAT HAPPENS TO A GOLF BALL, BY GEORGE (THAT'S GEORGE DOWN THERE)... WHEN THE GOLF CLUB STRIKES IT IN ...

# SLOW MOTION!



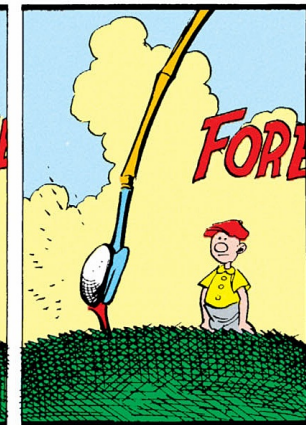
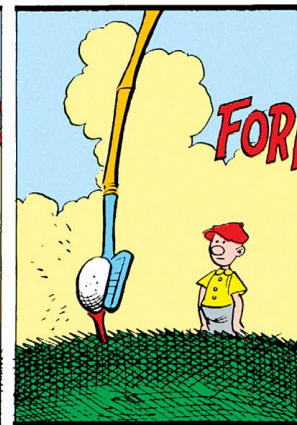
**GOLF:** HERE IS AN ORDINARY GOLF BALL ON A TEE!

...FROM THE RIGHT, THE GOLF CLUB APPROACHES ON DOWNWARD SWING!

...HERE, THE POINT OF CONTACT, WHERE CLUB TOUCHES SURFACE OF BALL...

...NOTE INTERESTING PHENOMENON CAUGHT BY THE SLOW-MOTION CAMERA...

...NOTE HOW SIDE OF GOLF BALL FLATTENS AN INSTANT BEFORE LEAVING TEE!



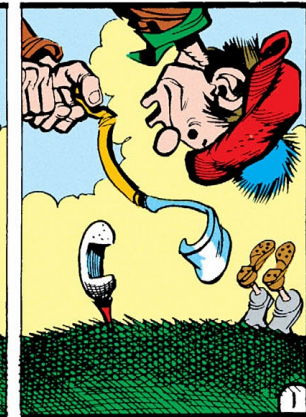
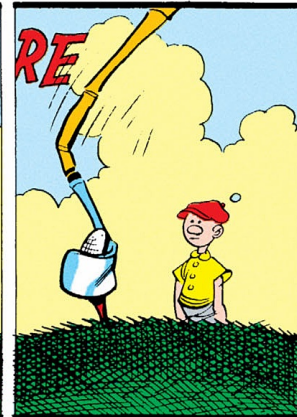
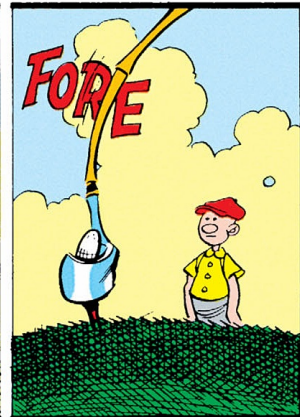
... STILL FLATTENING, BENDING THE CLUB AN INSTANT BEFORE LEAVING THE TEE...

... FLATTENING, BENDING... ANY MINUTE BALL IS ABOUT TO LEAVE TEE...

... BENDING, FLATTENING BENDING... ABOUT TO ANY MINUTE LEAVE...

... BENDING, LEAVING BENDING...  
... HEY WHAT THE HECK...

... SOMEONE NAILED THE BALL INTO THE GROUND, BY GEORGE!

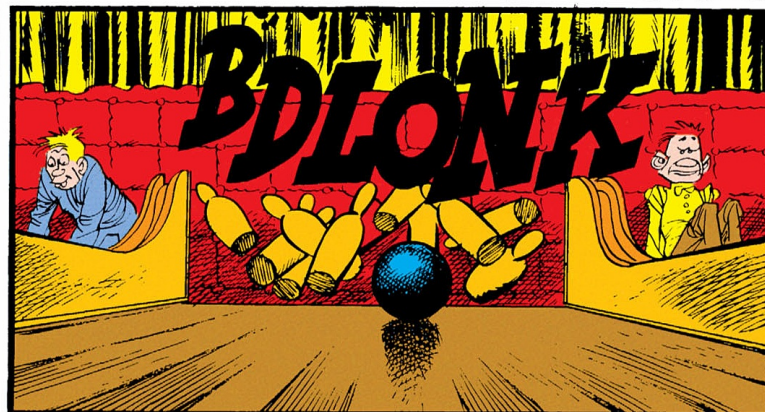




**BOWLING:** TO THE NORMAL UNAIDED EYE...AN EXPERT BOWLER APPEARS MERELY TO PROJECT THE SPHEROID IN THE DIRECTION OF THE TEN-PINS!



THE BALL THEN, APPEARS, TO YOUR NORMAL, UNAIDED, MISERABLE BLOODSHOT EYE, TO SHOVE THE PINS EFFORTLESSLY INTO THE PIT... **BUT WHAT REALLY HAPPENS... HOOO HOOOooo...**



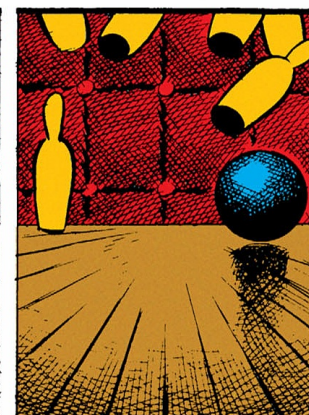
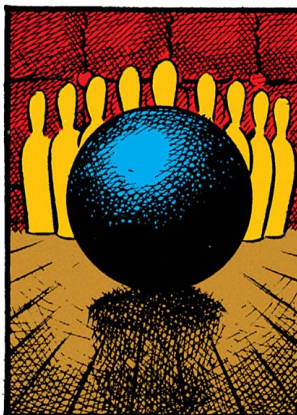
THE SLOW MOTION CAMERA COMES TO OUR RESCUE! THERE GOES THE BALL...

...TURNING A CERTAIN SPECIAL SPIN YOU CAN ONLY NOTICE IN SLOW MOTION...

...THIS SPIN MAKING IT REVOLVE SO'S IT HITS THE MIDDLE PINS FIRST...

...THEN THE CERTAIN SPECIAL WAY IT HITS MAKES IT TURN LEFT AND HIT...

...AND IT HITS IN SUCH A SPECIAL WAY, IT TURNS RIGHT AND HITS...



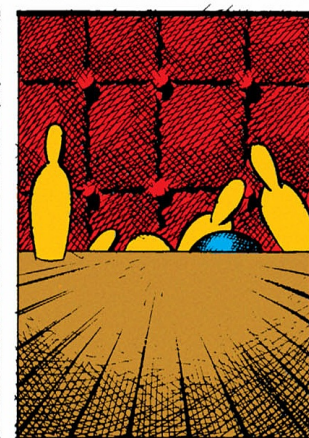
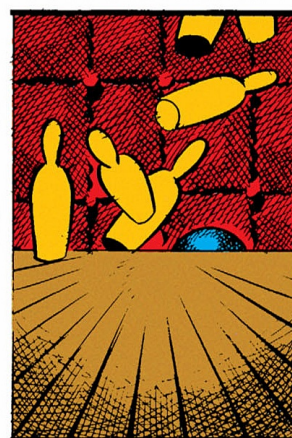
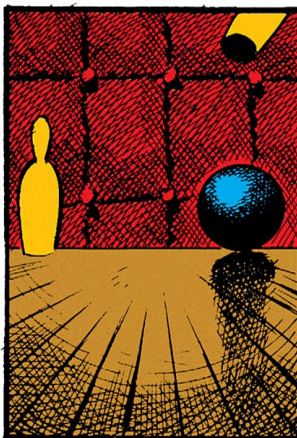
SO YOU SEE, IT ACTUALLY HITS IN THREE DIRECTIONS AT ONCE!

OF COURSE, THE UNAIDED EYE SEES ALL THIS ACTION AS A HAZY BLUR!

BUT THANKS TO OUR SLOW MOTION CAMERA, HA HA... WE KNOW BETTER, EH?

THERE YOU SEE ALL THE PINS COMING TO REST IN THE PIT AND... UH OH...

...THANKS TO OUR SLOW-MOTION CAMERA, WE NOTICE ONE PIN STANDING!



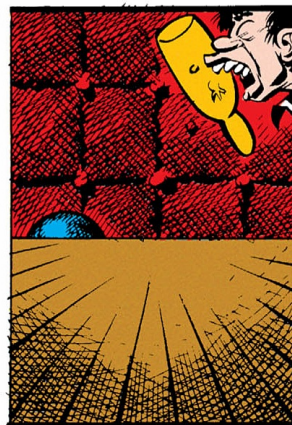
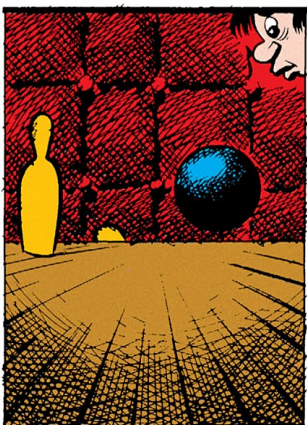
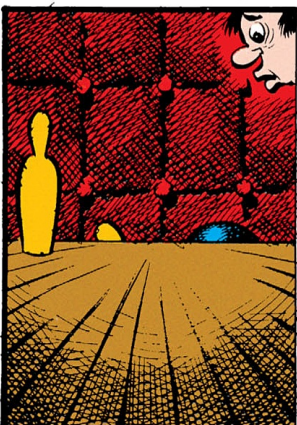
HOWEVER, YOU WILL NOTICE BALL IS STILL SPINNING IN THE PIT...

... IN SUCH A CERTAIN SPECIAL SPIN ENABLING IT TO LEAP FROM PIT...

... STRIKING THE REMAINING PIN AND SPINNING BACK INTO THE PIT!

AND NOW EVERYTHING HAS BEEN STRUCK DOWN INTO THE PIT!

NEEDLESS TO SAY, THE UNAIDED EYE SEES ALL THIS AS A HAZY BLUR!

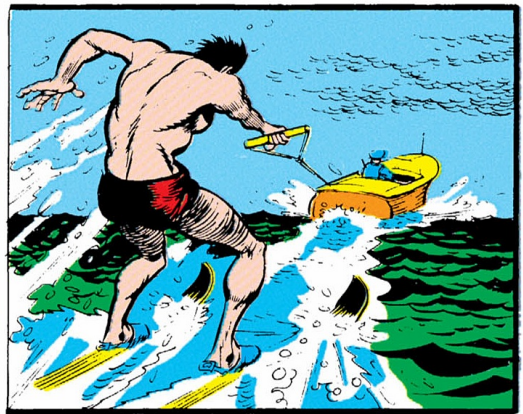
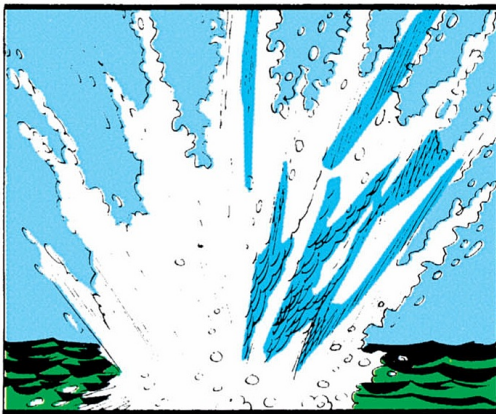
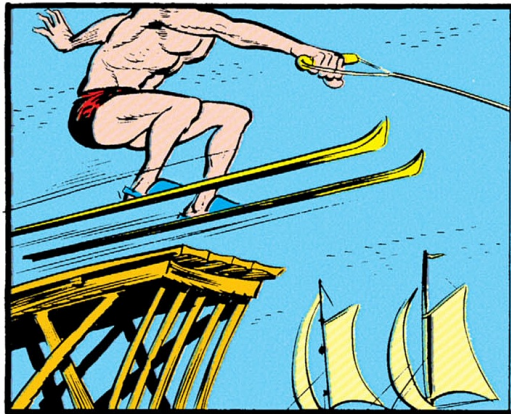




**AQUAPLANING:** TO THE NAKED EYE, THE AQUAPLANE EXPERT DOESN'T DO MUCH!

WE SEE HIM SAIL THROUGH THE AIR AND DISAPPEAR FOR AN INSTANT IN A SPLASH!...YOU WHO HAVE OBSERVED THIS...

...OBSERVED THIS MERELY WITH THE NAKED EYE... ALL WE HAVE TO SAY TO YOU IS...SHAME ON YOU!...GO GET DRESSED!



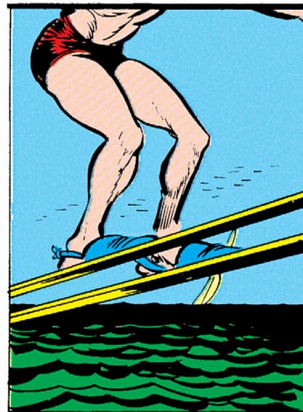
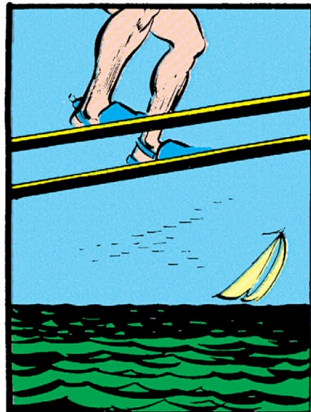
THE MAGIC SLOW MOTION CAMERA REVEALS THE TRUTH OF THE SITUATION!

FROM THE LEFT, OUR AQUAPLANER DESCENDS TOWARDS THE WATER!

POINT OF CONTACT...NOTE SPLASH BEGINNING TO RISE FROM SURFACE!

NOTE HOW MOMENTUM ACTUALLY FORCES BODY INTO THE WATER!

NOTE HOW DEEP THE MOMENTUM FORCES BODY INTO THE WATER!



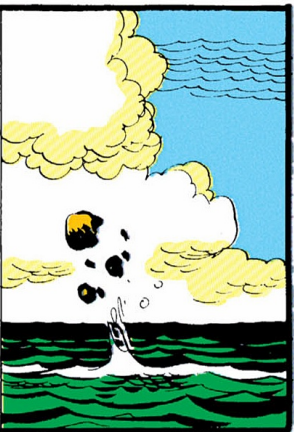
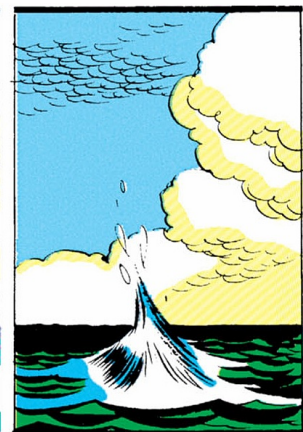
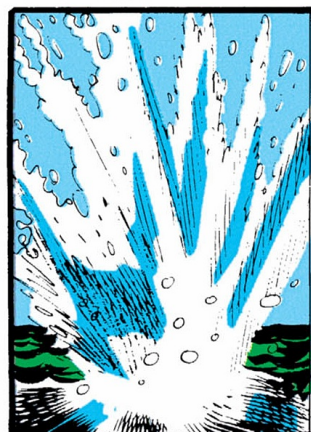
NOTE IN FACT HOW THE BODY GOES **COMPLETELY** UNDER WATER...

NATURALLY... ALL THIS HAPPENS SO FAST THE NORMAL EYE MISSES IT!

...I MEAN, IT MAY LOOK SLOW IN SLOW MOTION... ACTUALLY IT'S FAST!

...ACTUALLY, THE BODY TAKES A FRACTION OF A SECOND TO BOB UP!

...THIS IS ACTUALLY ALL HAPPENING IN A FRACTION OF A SECOND...



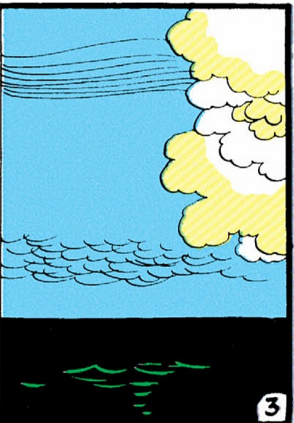
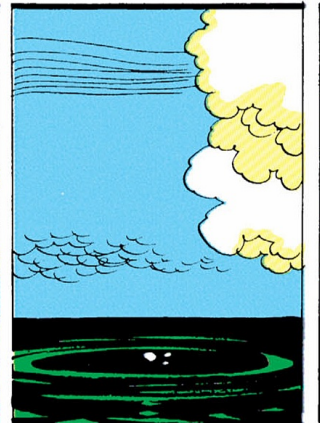
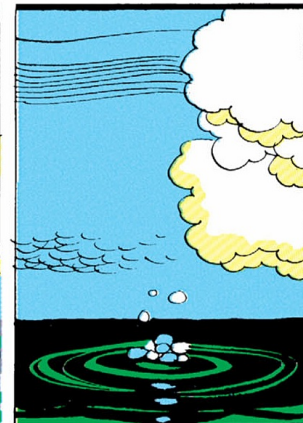
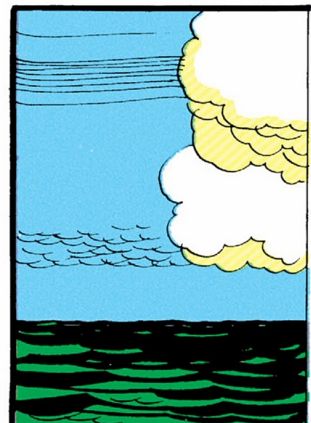
DON'T FORGET...THIS IS ACTUALLY A SLOW MOTION PICTURE...

...AND ANY SECOND, THE BODY WILL COME TO THE SURFACE ACTUALLY...

...ANY SECOND, TO THE SURFACE WILL ACTUALLY THE BODY COME...

...WELL HOW DO YOU LIKE THAT?... TSK TSK TSK!

BY GEORGE... THE BOAT BY MISTAKE WENT INTO THE SHALLOWS!

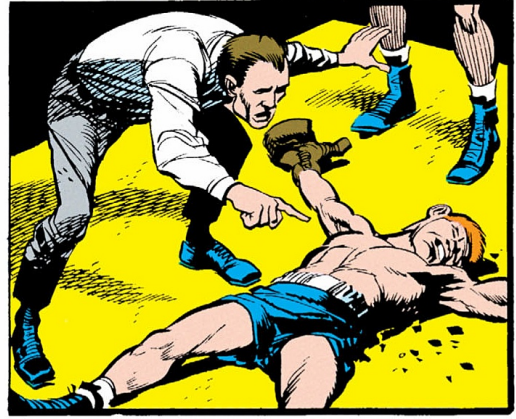
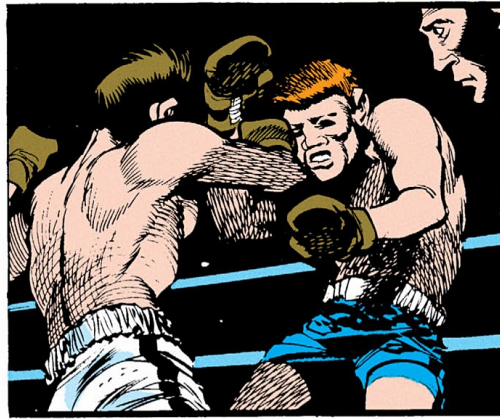
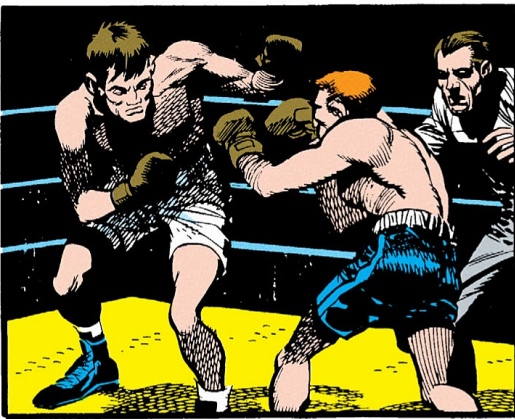




**BOXING:** TO THE NORMALEYE, BOXING IS NEVER EXCITING LIKE WRESTLING OR ROLLER DERBIES!

TO THE NORMAL EYE, A JAB MAY LOOK WEAK!... TO THE NORMAL EYE, A BLOW MAY LOOK HARMLESS!

...HOWEVER...IF YOU GOT SUCH A BLOW TO YOUR NORMAL EYE, BOY **WOULD YOU** BE FARSHIMMELT...



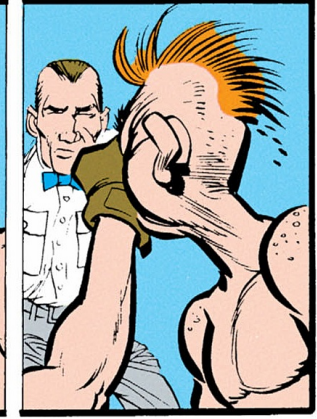
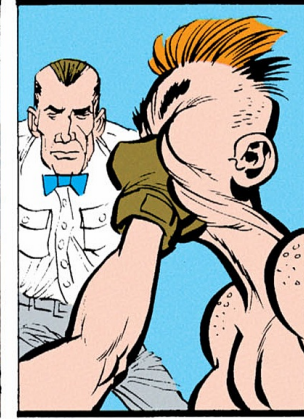
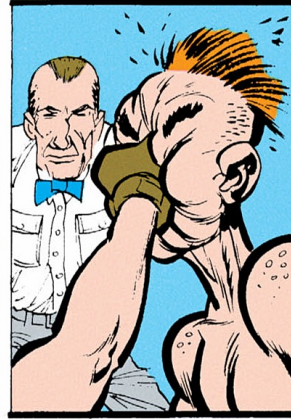
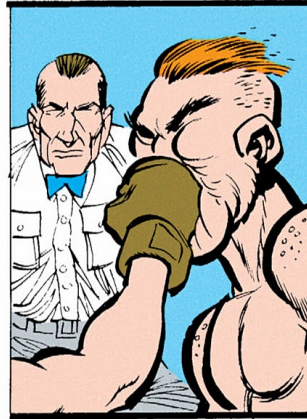
OF CUSS, THE MAGIC SLOW-MOTION CAMERA SHOWS YOU WO HOPPEN!

HERE THE SEEMINGLY SHORT JAB MAKES CONTACT WITH THE FACE!

... HERE WE SEE THE GLOVE BEGINNING TO SINK INTO THE FLESH!

... BEING A "RIGHT CROSS," HERE WE SEE THE FACE BEING PULLED TO THE LEFT!

... NOTE HOW THE FACE COMPRESSES TO HALF ITS WIDTH!



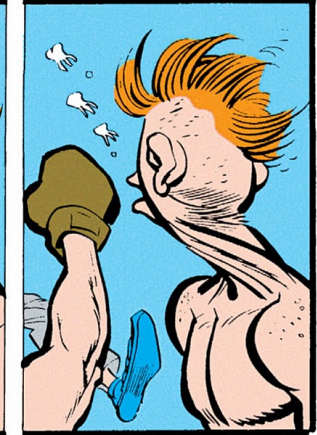
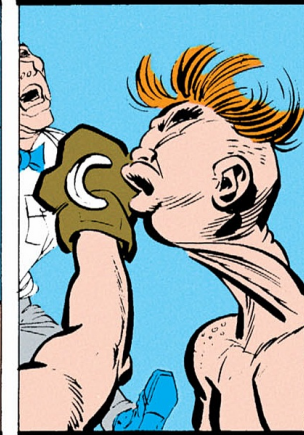
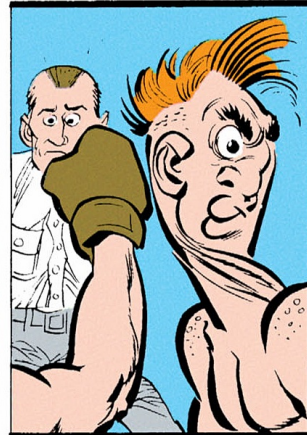
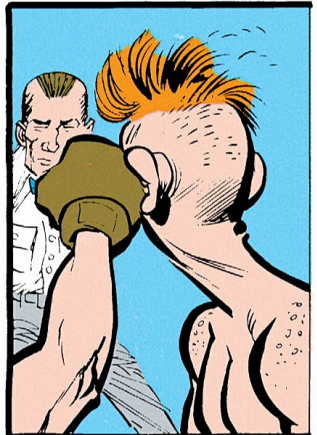
... HERE THE GLOVE LEAVES THE FACE IN ITS LEFTWARD JOURNEY!

...NOTE THE POPPING SOUND WITH WHICH THE FACE RESUMES ITS SHAPE!

...NOTE THAT THE HEAD IS STILL SPINNING FROM THE BLOW!

...NOTE THE MOUTHPIECE EMERGING FROM THE FORCE OF THE BLOW!

...NOTE HOW SOME TEETH FOLLOW THE MOUTHPIECE IN QUICK SUCCESSION!



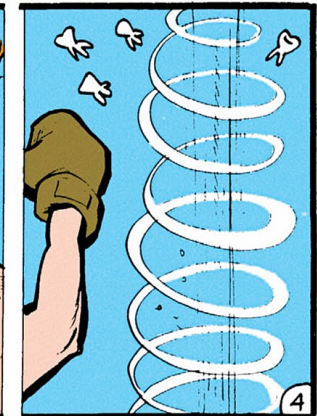
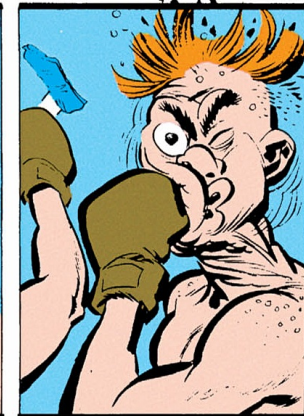
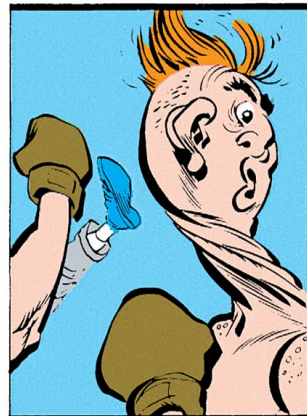
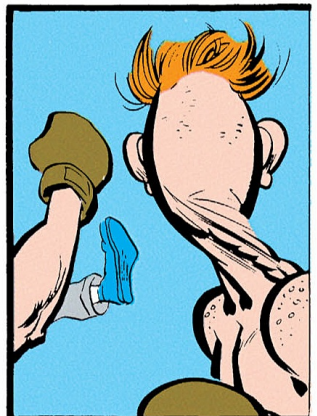
...AND NOW WATCH HOW THE KNOCKOUT **REALLY** COMES ABOUT!

...NOTE HOW THE LEFT ARM IS ACCIDENTALLY BEING RAISED IN DEFENSE!

...NOTE THE HEAD, STILL TURNING FROM THE FORCE OF THE BLOW...

...SMASHES ACCIDENTALLY INTO THE UPRaised GLOVE, CAUSING KNOCKOUT!

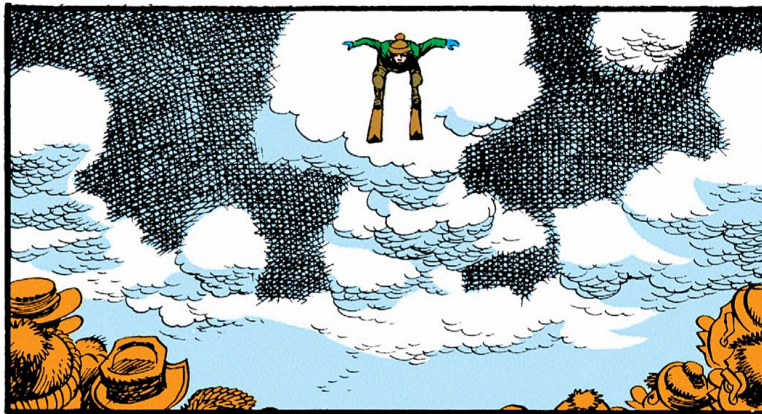
...AND FINALLY NOTE HOW THE AIR IS FILLED WITH REMAINING TEETH!





**SKIING:** TO THE NORMAL, AMERICAN EYE, WE THINK NOTHING OF SEEING THE SKIER FLY THROUGH THE AIR AND FALL HUNDREDS OF FEET!

...WE THINK NOTHING OF SEEING HIM LAND IN A BIG FLURRY OF SNOW!... LITTLE DO YOU KNOW WHAT THINGS GO ON IN THAT BIG FLURRY OF SNOW!



THE FURSHLUUGINER SLOW-MOTION CAMERA HAS ALL THE ANSWERS!

...HERE, AFTER DESCENDING, OUR SKIER MAKES CONTACT WITH GROUND...

... THIS PARTICULAR SKIER HAS MADE VERY FAULTY LANDING!

...HERE, SKIER, BECAUSE OF FAULTY LANDING, LEAVES GROUND!

...HERE SKIER REACHES APEX OF FIRST BOUNCE AND IS READY TO DESCEND!



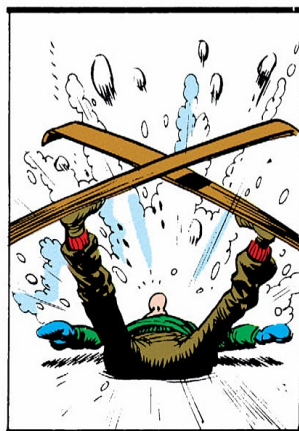
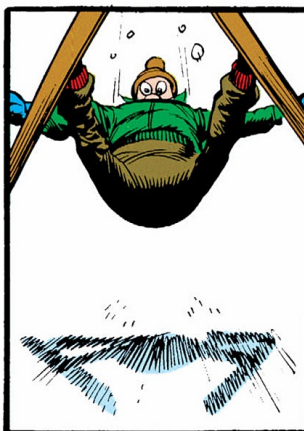
...HERE SKIER DESCENDS! ...NOTE SKIS COMPLETELY OUT OF LINE!

...HERE SKIER CONTACTS GROUND AGAIN, THIS TIME WITH BODY!

...NOTE HOW BODY FLATTENS FROM FORCE TO HALF ITS DEPTH!

...HERE SKIER BOUNCES UP FROM GROUND FOR THE SECOND TIME!

...NOTE REMARKABLE ELASTICITY AS SKIER RISES OUT OF CAMERA RANGE!



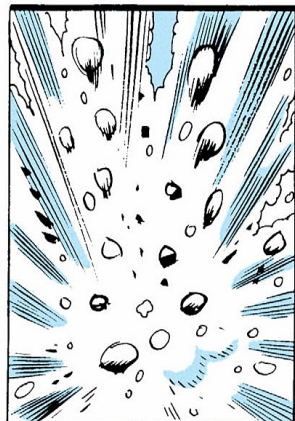
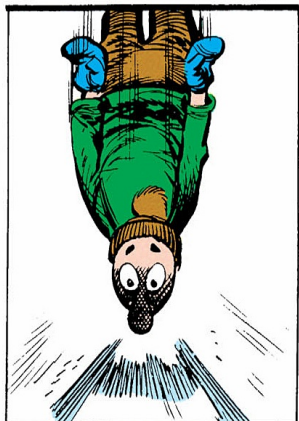
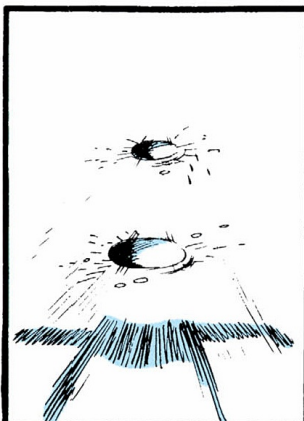
...NOTE FOR MOMENT WHILE SKIER IS OUT OF PICTURE, DEEP GOUGES IN SNOW!

...NOTE SKIER DESCENDS INTO PICTURE AGAIN, THIS TIME HEAD FIRST!

...NOTE HEAD ABOUT TO CONTACT GROUND WITH GREAT FORCE!

...NOTE FORCE WITH WHICH SNOW AND ROCKS ARE FLUNG FROM IMPACT!

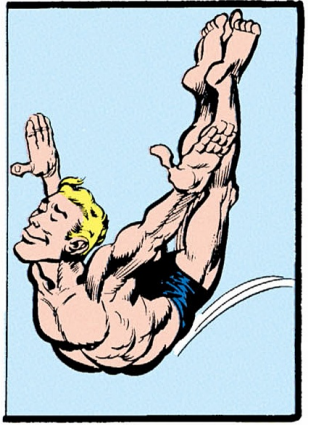
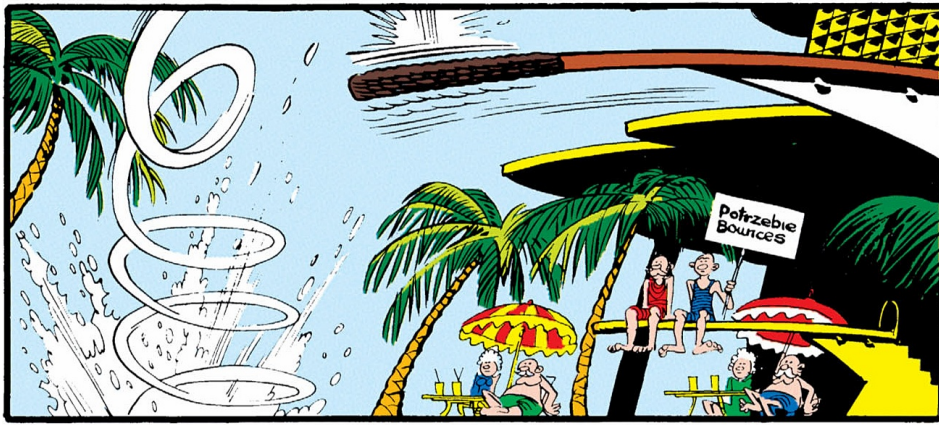
...NOW NOTE SEPARATE PARTS OF SKIER AS THEY BOUNCE UP FOR LAST TIME!





**SWIMMING:** NOW IN SWIMMING, WHEN THESE CHAMPIONS JUMP OFF THE DIVING BOARD, WHAT NORMAL HUMAN EYE CAN CATCH ALL THE GYRATIONS THEY DO IN ONE DIVE?

THE MAGIC YOU-KNOW- WHAT COMES TO OUR RESCUE! ...HERE THE DIVER LEAVES THE BOARD IN A PERFECT "SWAN DIVE"!



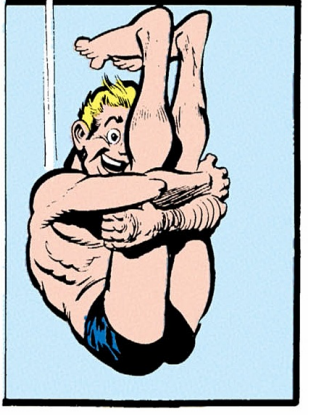
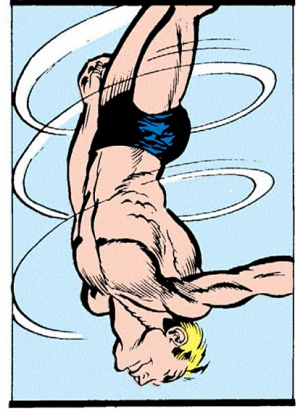
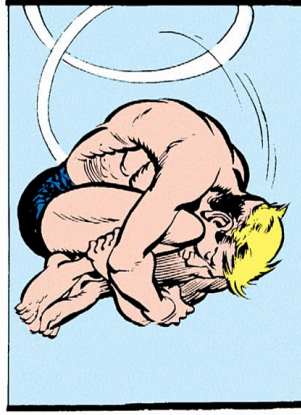
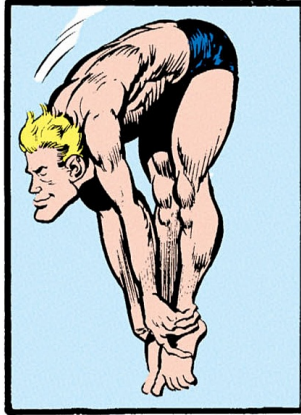
...THEN HE SNAPS INTO AN INCOMPARABLE "JACK-KNIFE..."

...THEN, HE SNAPS INTO AN EXACT LEFT-HANDED "TWIST-ABOUT..."

...THEN, HE SNAPS INTO A BEAUTIFULLY EXECUTED "TUMBLE..."

...THEN HE SNAPS INTO A GORGEOUS "RIGHT-HANDED GRAB-TWIST ABOUT (UPSIDE-DOWN)..."

...THEN HE SNAPS INTO A MAGNIFIQUE "GRAB-FOOTED FOLD-OVER..."



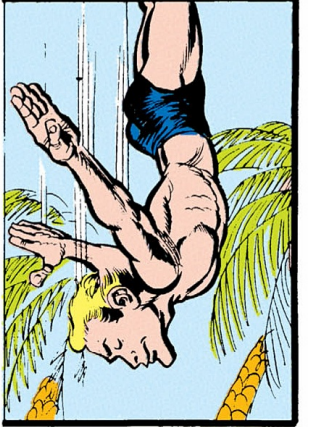
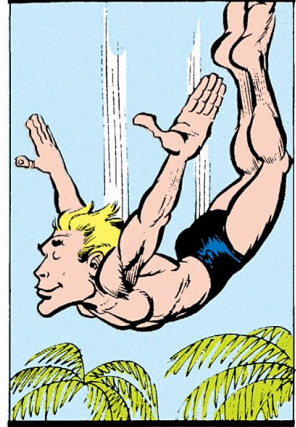
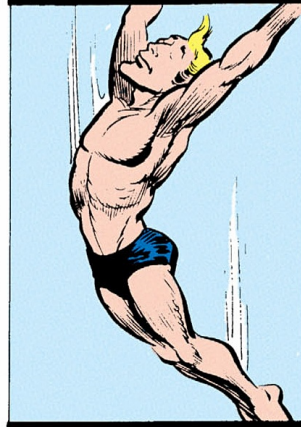
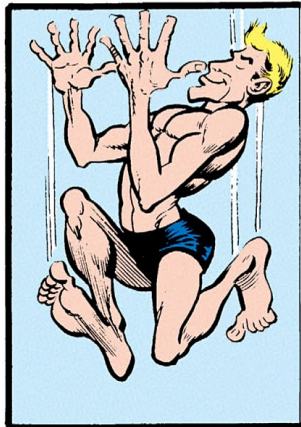
...THEN HE SNAPS INTO A MARVELIEUX "GALLOPING FALL-DOWN..."

... THEN HE SNAPS INTO A VUNDERBAR "FALL-DOWN DRAG-OUT"... AND FINALLY...

...AS HE APPROACHES THE WATER, HE GRACEFULLY UNFOLDS...

...SLOWLY TURNING IN AIR IN A PERFECTLY EXECUTED "SWAN DIVE"...

...STILL TURNING SO'S THAT HE CAN MEET THE WATER HEAD-ON!



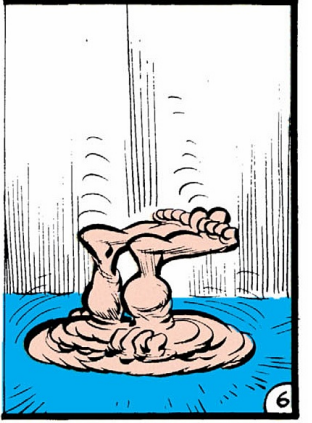
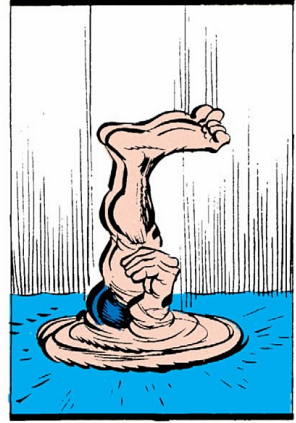
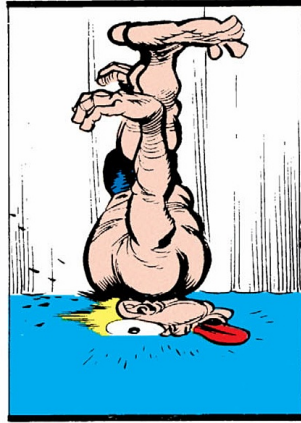
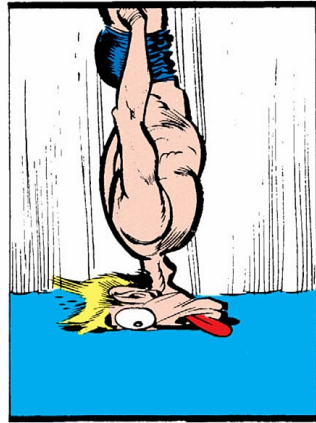
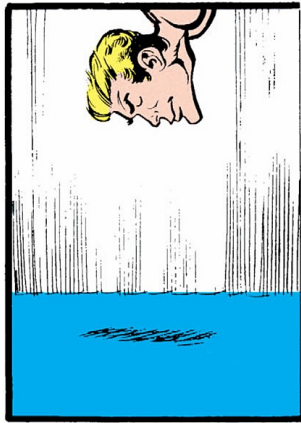
NOTE THE FEARLESS OUTTHRUST POSITION OF THE PLUMMETING HEAD!

... NOTE THE POINT OF CONTACT... HOW THE POINT FLATTENS FROM INITIAL IMPACT!

...NOTE HOW THE BODY ACTUALLY COMPRESSES FOR AN INSTANT FROM THE FORCE!

...

...WELL WHAT DO YOU KNOW!... NO WATER IN THE POOL, BY GEORGE!





**CUT-YOUR-OWN-THROAT DEPT.:** AS OUR TINY RED EYES ROVE O'ER THE PILES OF DUSTY MAGAZINES IN OUR DARK LITTLE OFFICE, WE SUDDENLY REALIZE THAT WE'VE JABBED OUR POISONED PEN INTO EVERY PHASE OF COMIC BOOKS EXCEPT MAYBE LITTLE ODDS AND ENDS LIKE...TRADE-MARKS...COPYRIGHT STATEMENTS...AND COMIC BOOK ADS!...SAY...HOW'S ABOUT THEM...

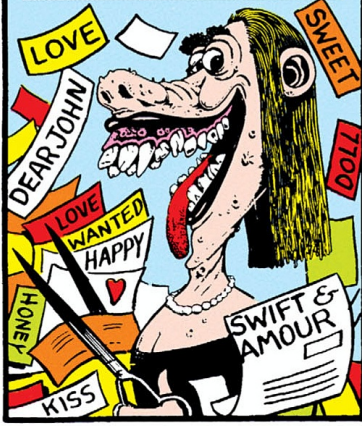
# COMIC BOOK ADS!

BILL ELDER

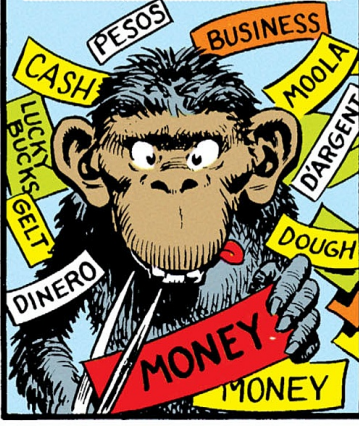
WHAT TYPE COMIC BOOK  
AD READER ARE YOU? ARE  
YOU THE FREELOADER TYPE  
WHO SENDS AWAY FOR ALL  
THINGS MARKED "**FREE**"?



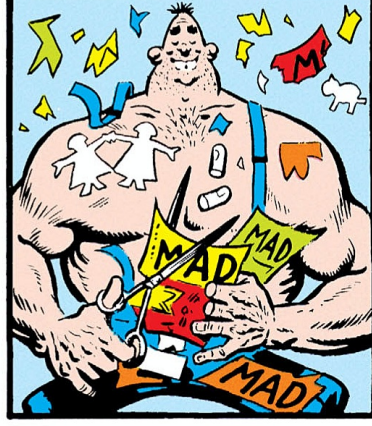
...OR MAYBE YOU'RE THE  
NAUSEATING TYPE WHO  
SENDS AWAY FOR THINGS  
MARKED "HOW TO BE POPULAR"  
...HOW TO BE LUCKY IN LOVE...



...OR MAYBE YOU'RE THE MISERABLE TYPE LIKE ALL THE REST OF US...ATTRACTED BY THE PAGE THAT SAYS ON TOP, "**MAKE MONEY!**"



...THEN MAYBE, YOU'RE THE WORST TYPE OF ALL WHO FILLS OUT THE COUPON IN THE FRONT OF THE BOOK FOR A SUBSCRIPTION TO **MAD!**



ANYHOW... LET'S TAKE A LOOK AT THESE TYPICAL-TYPE COMIC BOOK ADS! FOR INSTANCE, HOW'S ABOUT THEM HYPNOTISM ADS...

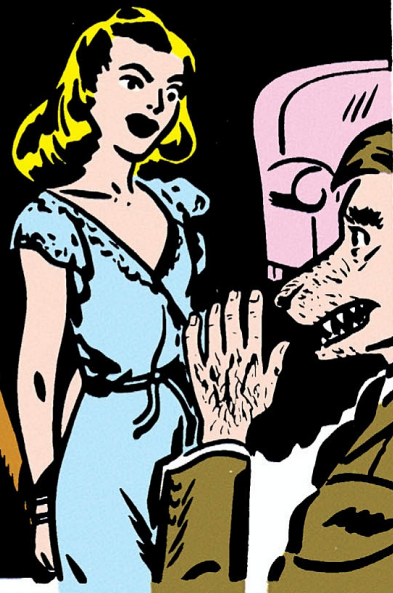
# HOW TO HYPNOTIZE

# IT'S EASY TO HYPNOTIZE...

*when you know how!*

Want the thrill of imposing your will over someone? Of making someone do exactly what you order? You good, do you? Shame on you, you dirty low-down no-good bum! Note illustration. Contrary to what your miserable mind may be thinking . . . it is the girl who is about to hypnotize the boy. Notice the position of her eyes which play important part in hypnotism. Also notice the position of her hand behind back which also plays most important part in hypnotism mainly since hand is holding baseball bat! To get your copy of our system of hypnotism, listen carefully and concentrate . . . concentrate . . . you are getting sleepy . . . sleepy . . . concentrate . . . go to your mother's pocket-book . . . you will take out \$1.98 . . . \$1.98 . . . concentrate . . . you will put it in an envelope with the coupon . . . WITH THE COUPON . . . concentrate . . . you will go out and mail it and then you will wake up and when you do you will forget you ever read this comic-book . . . CONCENTRATE . . . mail coupon to . . .

Concentrate Inc.,  
998 98th St., N. Y. 98, N. Y.



## CONCENTRATE... MAIL COUPON

**CONCENTRATE INC., Dept. Welfare**  
**998 98th St., N. Y. 98, N. Y.**

Send me book on HOW TO HYPNOTIZE, oh master,  
for which I enclose \$1.98.  
If not delighted, you will send my money back although  
I guess you will be delighted with my money.

Name \_\_\_\_\_

Alias \_\_\_\_\_

Cave Number \_\_\_\_\_



## GET PRIZES...MAKE MONEY

Look at the wonderful prizes shown below. They are just a few of the prizes I offer you without a cent of cost. Look at them! You want them, don't you! Admit it! By the way your beady little eyes are glistening and your tongue is hanging out, you know you want them! Heh heh heh... they're yours, you hear... all yours! All you have to do is sell packs of my beautiful Christmas Cards at 25¢ a pack and get your father to sign a paper I will send you marked "contract"!

I'm good old friendly "Uncle" Louie, heh heh heh, and I've been helping boys and girls earn MONEY for 36 years. I've been helping boys and girls earn plenty MONEY... mainly for me.

## BE FIRST IN YOUR NEIGHBORHOOD

Sell my pretty little packs to your family, friends and neighbors. It's easy. Even if they don't need the cards, they'll feel obligated to buy them. By gosh, you can embarrass every one of your relatives into buying a couple dozen packs. When sold

— send ME the MONEY. Remember — ME, the MONEY send — MONEY — ME.

Thousands of smart boys and girls have been earning prizes this way. You can too — mainly because thousands of dumb boys and girls have also been earning prizes this way.

**SEND NO MONEY, HEH HEH - I TRUST YOU...YOU FOOL YOU**

"Uncle" Louie Inc., Dept. Parks  
Boobyville, U.S.A.

## MAIL THIS COUPON Today

Please send me your BIG PRIZE BOOK and one order of 500 Christmas Packs. I will resell them at 25¢ each or else!... send you the money and choose my prize.

Name \_\_\_\_\_

Bank Account Number \_\_\_\_\_

Address \_\_\_\_\_

JEAN, SEE THIS AD OF GOOD OLD "UNCLE" LOUIE. IT'S AN EASY WAY TO GET THAT RANGER AXE 'N KNIFE KIT I'VE ALWAYS WANTED.

LET'S SEND A COUPON TODAY, WILLIE. I HAVE LOTS OF RELATIVES I CAN MAKE BUY THESE CARDS.

YES, CARL THEY TAK DON YOU



# I Will S These Wit

Maybe with blood but without one

## YOUR OWN DRINKING CUP



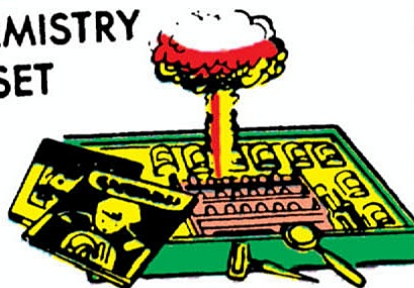
Your prize for selling a mere 25 packs. Made especially for hiking and camping out. Your name on it (if your name happens to be Dixie). Very useful in all sorts of emergencies.

## BEAUTIFUL WATCH



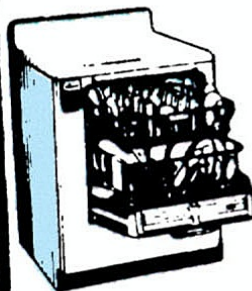
for B Girls An Show Chro U n able Genu Strap mess ing but a show watc with sellin pack

## CHEMISTRY SET



Perform feats of Chemical Magic. Make your own gunpowder and dynamite. This set for selling 100 packs.

## GENUINE WASHING MACHINE



Id w di fu l cl w a p co ly 5 0



NEPHEW WILLIE, YOUR  
DS ARE BEAUTIFUL.  
Y'RE A BARGAIN. I'LL  
E 998 PACKS. NOW  
N'T FORGET TO HINT TO  
UR FATHER TO MAKE SURE  
MY NAME IS  
IN HIS WILL LIKE  
YOU PROMISED.

IT WAS FUN AND EASY  
TO SELL OUR CARDS AND  
HERE'S THE MAILMAN  
WITH OUR PRIZES.

THIS IS A NEAT RANGER AXE 'N  
KNIFE KIT. WHY DON'T YOU FELLOWS  
SEND THE COUPON TO-DAY- YOU  
CAN CHOOSE FROM A LOT OF  
SWELL PRIZES!



# Send You Prizes Like Without ONE CENT OF COST

cent of cost. MAIL Coupon for . . . heh heh . . . FREE Prize Book

TRIST  
boys and

Attractive  
piece with  
mium case,  
break-  
Crystal, and  
ine Leather  
os! . . . No  
y old work-  
parts inside,  
an attractive  
piece. This  
h is given  
out cost for  
ng just 500  
s of cards.

DISH-

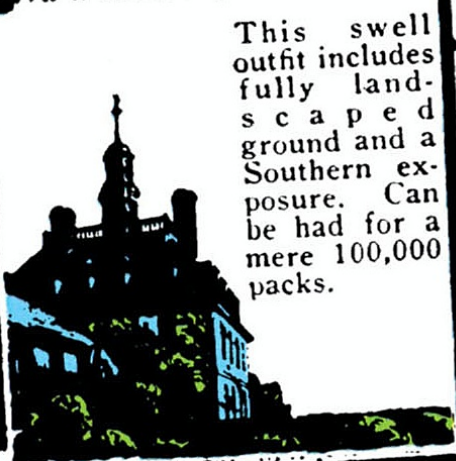
ACHINE  
deal for  
ashing dirty  
shes. Great  
in, especial-  
y if you  
imb inside  
hile in oper-  
tion. This  
rize at no  
ost for mere-  
y selling  
0,000 packs  
of cards.

**CADILLAC  
DELUXE CAR**



This swell outfit is not a  
toy but the real thing. Be  
first in your neighborhood to  
have one . . . for selling only  
20,000 packs of cards.

**COLONIAL STYLE  
MANSION, COMPLETE**



This swell  
outfit includes  
fully land-  
s c a p e d  
ground and a  
Southern ex-  
posure. Can  
be had for a  
mere 100,000  
packs.

**REAL FACTORY**



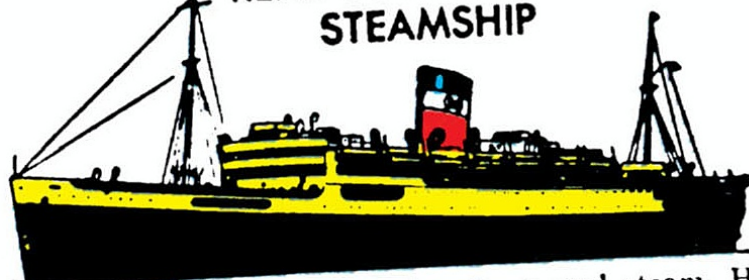
This swell outfit, com-  
plete with railroad sid-  
ing and water tank will  
give you hours of fun.  
Yours without cost for sell-  
ing 500,000 packs.

**RAILROAD  
TRAIN AND CARS**



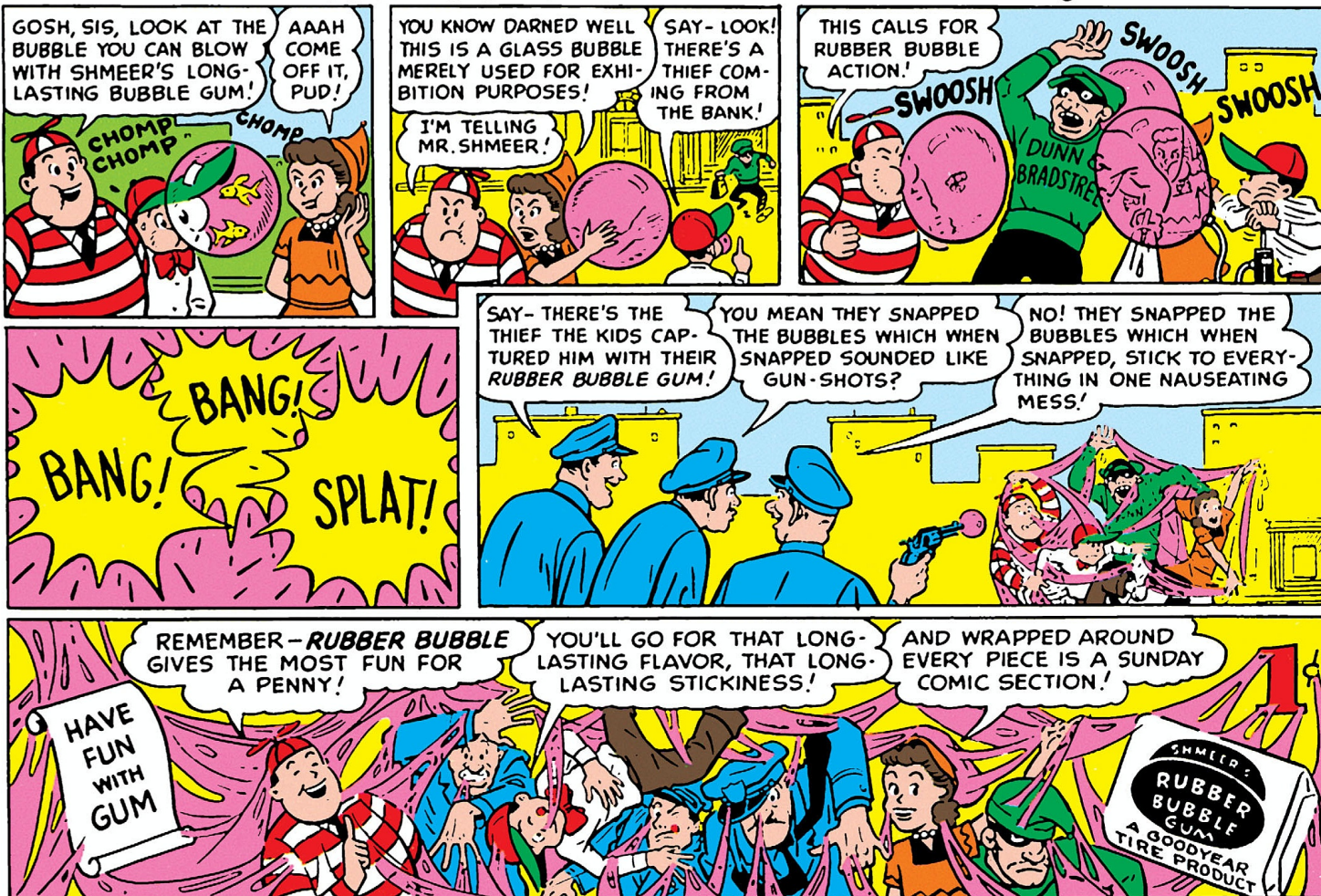
A genuine railroad train  
with pullman cars and ca-  
boose, fully equipped. Plus  
five miles of track to run  
on. Don't miss this outfit  
for 1,000,000 packs.

**REAL FULL LENGTH  
STEAMSHIP**



What fun you'll have running it on real steam. Has  
swimming pool n'everything. Complete with five miles  
of salt-water to run on. Choice of Black or Green.  
100,000,000 packs.





# 319

# 25¢

ALL-DIFFERENT

STAMPS

GUARANTEED \$5,000.98 CATALOG VALUE

We Guarantee Our Catalog Says So



**HITLER HEAD**

Fine picture suitable for framing for any you little Nazi still around. Be the envy of your Bund club.



**TRIANGLE STAMP**

Perfect 45-45-90 triangle stamp. Comes with T-square stamp and can be used together on any drafting board.



**T-SQUARE STAMP**

Totting to overthrow the government. These stamps are just dandy for secretly pasting on subways and bus stations. Be the envy of your Young Communist League.



**DUTCH GUINEA**

Be the envy of your stamp club. You can have this rarest stamp in the world for an additional \$1,000,000.98.



**MONACO NUDES**

Run get that 25¢ you beady-eyed little rascals you!



**C.O.D. STAMP**

I'll bet none of your friends have this stamp. For 50¢ extra, we will include rubber C.O.D. stamps.

FREE!

MIDGET STAMP ENCYCLOPEDIA

- Smallest Encyclopedia in country
- Sure is small
- Contains two pages
- Profusely illustrated

YOU ALSO GET hundreds of thousands of other fascinating and unusual stamps from all over the furshlugginer world — guaranteed \$5,000.98 Catalog Value! Look it up right in our Catalog if you don't believe — all for a lousy 25¢. Just think of the hours of fun you'll have poring through this giant collection — filling in hundreds of blank albums in your house — filling in hundreds of blank closets and attic spaces!

We're making this sensational offer — heh heh heh ... to introduce you to our famous Bargain Approvals — which we'll send you for *free examination*. Heh heh heh! *Free!* Heh heh heh! *No strings attached!* Heh! *Free!* Heh heh heh heh! All we want is your soul. Just fill out the coupon and sign your name in blood. Hurry! Supply of these Bargain Packets is limited and besides we expect we're going to have to get out of town.

**TROMP STAMP CO., Dept. Sanit.**

98 Perforation Drive, Philadelphia, Pa.

Here's my 25¢. Shovel the stamps you described into a carton for me *plus FREE* profusely illustrated "Midget Stamp Encyclopedia" *plus* for *FREE* examination, Bargain Approvals absolutely *FREE* to look at all I want to look at for *Free*.

Name \_\_\_\_\_

Address \_\_\_\_\_

Lawyer's Name \_\_\_\_\_



**MORE  
BEAUTIFUL  
DANDELIONS  
...LOOK!**



the famous  
**DANDELION ½ SHOT  
DED RYDER  
COWBOY CARBINE**

IS ON DISPLAY AT YOUR DEALERS NOW AND IS

**READY FOR CHRISTMAS!**

**ANNOUNCING  
the new DANDELION  
DEFENDER**

**BOLT ACTION WITH BREECH  
AND MUZZLE COVER**

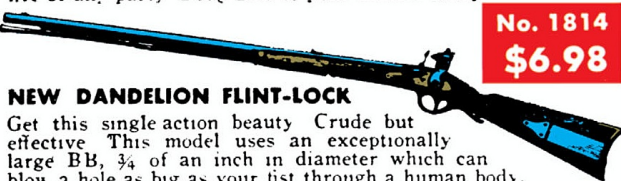
**No. 98 kar.  
\$7.98**



**NEW DANDELION CARBINE**

Own Dandelion's newest, most beautiful gun. The first forced-feed, 50 shot lever-action Dandelion in 30 years. Bayonet attachment with novel saw toothed blade is something to see in action. This combination will make you the life of any party. Drag Dad to your dealers today.

**No. 1814  
\$6.98**



**NEW DANDELION FLINT-LOCK**

Get this single action beauty. Crude but effective. This model uses an exceptionally large BB, ¾ of an inch in diameter which can blow a hole as big as your fist through a human body. Ask your dealer for a demonstration.

**DANDELION  
GRAVITY-FED  
REPEATER**

Buy this husky Repeater. Note novel detachable stock which turns rifle into pistol you can hide in your shirt. Packs a heavy wallop. Excellent for stopping a charging man. Try it on your dealer for a demonstration.

**No. 998 mau.  
\$5.98**

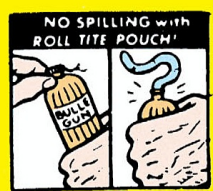


That's right! Ded Ryder just rode into your favorite hardware, sporting-goods, and department store with some new DED RYDER COWBOY CARBINES. Dirty no-good bum! Imagine! His horse busted 7 showcases, to say nothing of what he did to the floors! Anyhow, go see Dandelion's famous Cowboy Carbine that holds 1,000 BBs. Just think how long you can hold the cops at bay. Handsomely modeled fore-end. Realistic full-oval, pistol-grip molded stock and handsome bayonet attachment. Be the envy and the terror of your neighborhood. For help in nagging your parents to get you one for Christmas, ask dealer for FREE reminder kit or send FREE coupon.

**No. M-1, Gew. 98**

**Only \$5.75**

**SHOOTERS!  
TRY THIS  
TRICK!**



**REMINDS THEM TO  
GET YOU A**

**DANDELION  
FOR CHRISTMAS**



**ASK YOUR DEALER OR MAIL COUPON FOR  
FREE REMINDER KIT**



This kit will outline an elaborate campaign on how you can pester your Mom and Dad and make life unbearable for them until they get you that Dandelion Rifle that you want. Just think! If you can persuade your Dad to get you any Dandelion Rifle, it will be comparatively easy to talk him into getting another with the aid of your first hard-hitting Dandelion Rifle.

**DANDELION BULLS EYE SHOT IS**

approved for use in  
**DANDELION  
AIR RIFLES**

**APPROVED BY US OF COURSE**

**MAIL COUPON!**

**DANDELION ARMS CO.**  
Dept. Defense, I.G. Farben, Europe  
Please rush Dandelion Reminder Kit to me so's I can start working on the old man.

NAME \_\_\_\_\_  
RIGHT HAND, please print  

thumb	fore	middle	4th	pinky



Hi  
Pal!  
Win  
\$100  
as I  
just  
did!

Come on, Buddy, Quit being A BAG-of-BONES Weakling like I was

IN 10 MINUTES OF FUN A DAY YOU Can do ALL I did!

I gained 25 Terrific LBS. of **HANDSOME POWER-PACKED MUSCLES** all over!

DO YOU KNOW WHAT — I'M STILL A SLOB!

I improved my **HE-MAN LOOKS 1000%**

I won **NEW STRENGTH** for money-making work!  
for WINNING at all SPORTS!

I won **NEW POPULARITY** Won NEW FRIENDS, BOYS & GIRLS  
NEW CHANCES for BUSINESS SUCCESS

BEFORE

How did I do ALL This? My family is RICH so I did it ALL with MONEY! ANYHOW, I got

these **5** PICTURE PACKED HE MAN COURSES Which YOU can NOW get FREE

but don't worry, boy we got a way to get that old loot outta you

YOU CAN WIN a BIG 15" SILVER CUP as I just did with YOUR NAME engraved on it!



MELVIN TENDON

**AFTER**

He Mailed Coupon Below is Cleveland

**BEFORE**

He Mailed Coupon



90 lb. Skeleton

He says, I gained 70 lbs. of mighty muscle

"AMAZING SECRETS" course that will show you how to win \$100. This course entitled "ARMSTRONG'S RACING SHEET"



"I gained 60 lbs. of muscles"

says John Gristle

HOW TO MOLD A MIGHTY TOE BY GEORGE F. ALWETT



I learned to run faster than a speeding bullet! says Clark Kent

HOW TO MOLD A MIGHTY THUMB BY GEORGE F. ALWETT

HOW TO MOLD A MIGHTY ELBOW BY GEORGE F. ALWETT

HOW TO MOLD A MIGHTY PINKY BY GEORGE F. ALWETT

HOW TO MOLD A MIGHTY EYEBALLS BY GEORGE F. ALWETT

heh heh EVEN IF THAT COUPON GETS LOST IN THE MAIL!

"I'm PROUD to be seen with Melvin NOW!" says Nellie. "Melvin can lift a 2700 lb. car. He can shoplift too. He amazes his friends!"

You'll be A Real ATHLETE in ALL SPORTS Seen after YOU mail Coupon.

EVEN IF THAT COUPON GETS LOST IN THE MAIL.

2 COME ON, PAL, NOW YOU give me 10 PLEASANT MINUTES A DAY IN YOUR OWN HOME like Jim did and I'll give YOU A NEW HE-MAN BODY for your OLD SKELETON FRAME

NO! I don't care how skinny or flabby you are. As long as you've got money! I'll make you OVER by the SAME method I turned myself from a wreck to the strongest of the strong. YES. I will reveal to you the secret of using the word "SHAZAM!"

"Congratulations, John! At last you mailed the coupon as EVERY MAN should. Soon You'll be as big and strong as I am," says Jim Fulflex to John Haffley.

Develop YOUR 520 MUSCLES Eliminate ALL 13 odor areas.

YES! You'll see INCHES added to your ARMS and CHEST Your BACK and SHOULDERS broadened. From head to heels you'll gain SIZE, POWER, SPEED. For you see, we're going to ship you a BEE-HIVE Each bee-sting guaranteed to swell you an INCH.



**LAST CHANCE-ALL FREE COUPON**

1. FIVE COURSES 2. RACING FORM  
3. ENVELOPE 4. STAMP

Tell Me How to Get Something For Nothing.

ALWETT INSTITUTE OF PHYSICAL TRAINING 989B LATISMUS AVENUE, DELTOID, MUSCLESIPPI

"Alwett Courses greatest in World for Building All-Around HE-MEN"

—Lord Greystoke alias Tarzan

FREE FREE FREE FREE FREE FREE  
POTRZEBIE BOUNCES

NAME            AGE             
ADDRESS            CITY            ZONE             
STATE           

Mail Coupon in Time for FREE offer and PRIZES!

5



# COMING ATTRACTIONS!

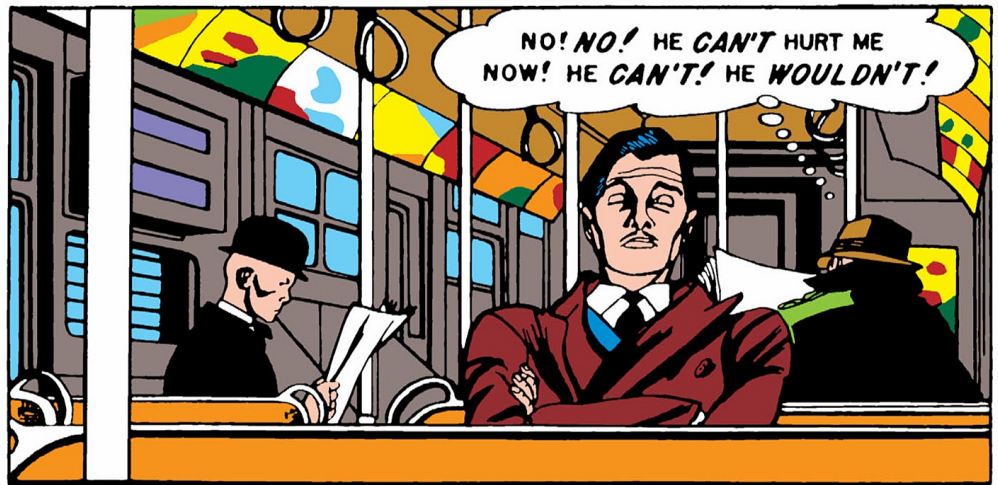


**PATHOS! TENSION! EXCITEMENT!**  
HERE IS A SCENE FROM ONE OF E.C.'S "NEW DIRECTION" MAGS...

## IMPACT

AND THEN...DOWN DEEP INSIDE YOU...  
YOU FEEL THE CHILL...THE COLD CHILL...  
...THE CHILL OF DEATH. YOU STARE  
AT THE PAPER ON YOUR LAP, UNABLE  
TO RAISE YOUR EYES...AFRAID TO SEE  
WHAT YOU KNOW IS THERE. BUT,  
AFTER A FEW TERRORIZED MOMENTS,  
YOU CAN'T STAND IT! YOU *DO* LOOK  
UP! AND YOU *SEE* HIM...

HE SITS STIFFLY, READING HIS PAPER, NOT LOOKING AT YOU, NOT  
NOTICING YOU. BUT *YOU'VE* SEEN *HIM*, CARL! YOU'VE SEEN HIS *FACE*...  
THE ONE YOU *KNEW* SOMEDAY YOU'D SEE AGAIN...THE FACE YOU'VE BEEN  
*AFRAID* TO SEE FOR *TEN LONG YEARS*. YOUR MOUTH TWITCHES. YOUR  
HANDS OPEN AND CLOSE, WET WITH PERSPIRATION...



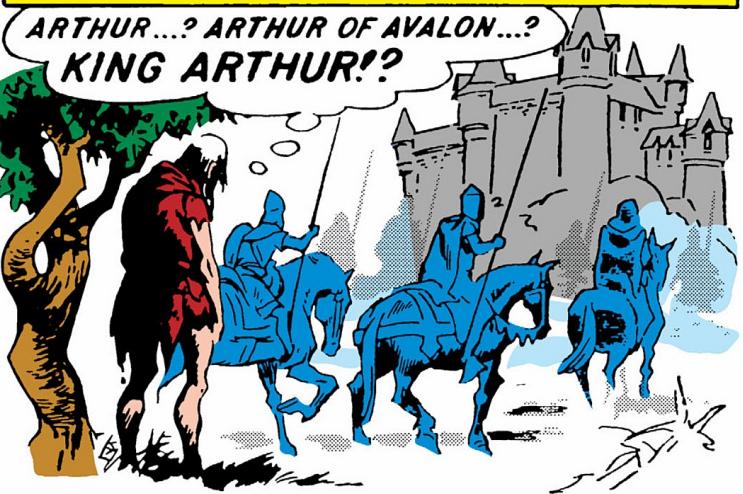
**The Roman Arena! The French Revolution! Napoleon!**  
HERE IS A SCENE FROM ANOTHER OF E.C.'S "NEW DIRECTION" MAGS...

## VALOR

THE OLD SWINEHERD LOOKED UP WITH HORROR AND  
AWE AS HIS TREMBLING HANDS WERE STRETCHED  
ACROSS A BOULDER AND HIS CHAINS WERE SHAT-  
TERED WITH THE BLOW OF A BATTLE-AXE...



THE SERF STOOD BREATHLESSLY...UNCOMPREHEND-  
INGLY...WATCHING THE KNIGHT AND HIS RETENUE RIDE  
OFF INTO THE MIST. AND HE NO LONGER WORE CHAINS...







**INTRIGUE! HEADLINES! THRILLS!**

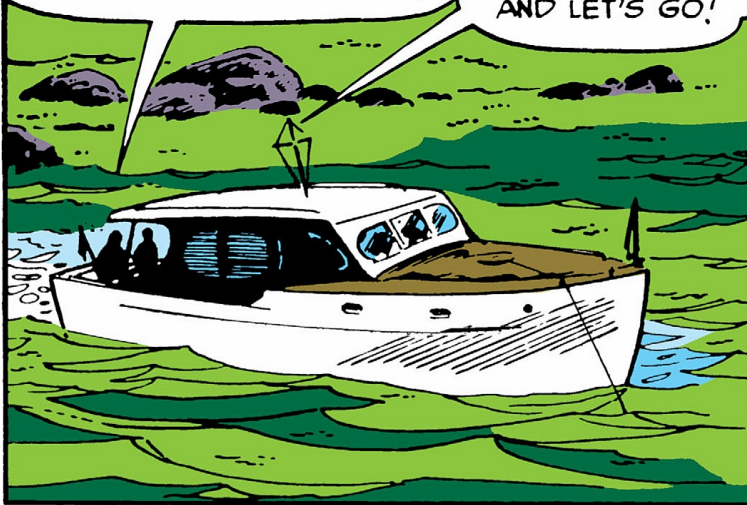
FOLLOW KEITH MICHAELS, W.P. SPECIAL CORRESPONDENT, IN E.C.'S "NEW DIRECTION" MAG...

# EXTRA!

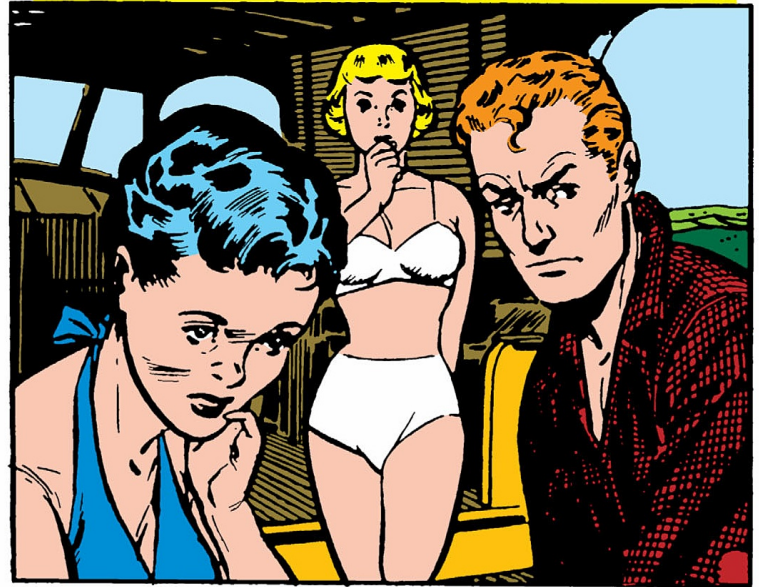
AND STILL LATER...OUT AT THE ISLAND REEFS...

WAIT A MINUTE, MICHAELS! I DON'T LIKE THIS SPOT! LET'S TRY THE OTHER END OF THE REEFS! YOU DON'T WANT TO DIVE HERE!

SURE I DO! I'M ALL SET! COME ON! TAKE OFF THAT SHIRT AND LET'S GO!



KEITH DIVES. IN THE BOAT, ANXIOUS, STRAINED FACES WAIT THROUGH THE LONG MINUTES, WATCHING THE AIR BUBBLES BURST ON THE SURFACE OF THE WATER...



**SCREAMING ACTION! BLAZING GUNS! EXPLODING FURY!**

TAKE TO THE COMBAT SKIES IN E.C.'S "NEW DIRECTION" MAG...

# ACES HIGH

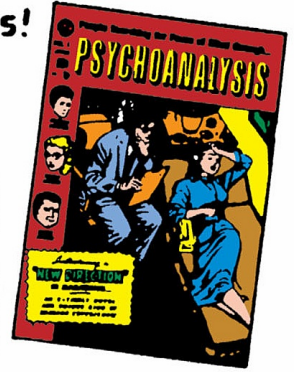
YES, THAT'S HOW IT WAS. EVERY DAY, WE GALLANTLY FOUGHT A GALLANT ENEMY... WITHOUT REALLY HATING HIM! WE COULDN'T EVEN HATE THE JERRIES A COUPLE OF DAYS LATER, WHEN IT HAPPENED. THE C.O., COL. MIKE PEPPER, HAD LED EIGHTEEN OF US OVER JAGSTAFFEL II'S AIRDROME. WE'D DROPPED LOW OVER THE FIELD, BUZZING VON KRUESLING'S H.Q., "THROWING DOWN THE GAUNTLET"...





And now, the most revolutionary idea ever presented in comics!  
Discover the innermost secrets of people searching for peace  
of mind in E.C.'s "New Direction" mag...

# PSYCHOANALYSIS



THE SUBJECT'S PARENTS PASSED OUT THROUGH THE WAITING ROOM. THE DOCTOR SHOOK HIS HEAD...

THERE'S 90% OF THE TROUBLE... A BAD MARRIAGE... INCESSANT QUARRELS OVER REARING THE CHILD... THE FATHER PULLING ONE WAY... THE MOTHER, THE OTHER. NO *WONDER* THE BOY'S IN A STATE OF REBELLION AGAINST *BOTH* OF THEM!

THE DOCTOR BECKONED TO THE SUBJECT. THE BOY HESITATED, THEN ENTERED THE OFFICE...

HOW HE STARES AT ME! SUSPICIOUS... FRIGHTENED... MISERABLE. HE THINKS *I* WANT SOMETHING OF HIM, *TOO!*

LISTEN TO ME, FREDDY... CAREFULLY. YOU'VE FAILED YOUR STUDIES... YOU PLAY HOOKY FROM SCHOOL... YOU'VE DROPPED SPORTS... YOU WON'T PLAY THE PIANO OR PAINT... YOU SCARCELY GO OUT! WHEN YOU *DO*, YOU *STEAL THINGS!* WHY?

I... I *DON'T KNOW!*

AS MANY OF YOU KNOW, WE AT E.C. HAVE BEEN HARD AT WORK PREPARING A COMPLETELY NEW LINE OF MAGAZINES TO REPLACE THE ONES WE'VE DROPPED! AFTER MUCH HEAD-SCRATCHING, NAIL-BITING, AND BRAIN-RACKING... FOLLOWED BY PLENTY OF PENCILING, INKING, AND EDITING... WE ARE AT LAST READY TO UNVEIL OUR "**NEW DIRECTION**" MAGAZINES! TO AROUSE YOUR CURIOSITY, WE'VE PRESENTED THIS UNVEILING IN THE FORM OF COMING ATTRACTIONS! NOW YOU'VE SEEN THEM!

**LOOK FOR THEM ON YOUR NEWSSTANDS!**

IF YOU'D LIKE TO SUBSCRIBE TO ANY AND/OR ALL OF THESE "NEW DIRECTION" MAGS, FILL OUT THE COUPON BELOW, ENCLOSE \$1.00 FOR EACH SUBSCRIPTION, AND MAIL TO...

ENTERTAINING COMICS  
ROOM 706  
225 LAFAYETTE STREET  
N.Y.C. 12, N.Y.

PLEASE SEND ME 8 ISSUES OF THE  
MAGAZINE(S) I HAVE CHECKED. I ENCLOSE  
ONE DOLLAR (\$1.00) FOR EACH SUBSCRIPTION.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

ZONE  
NO. \_\_\_\_\_

STATE \_\_\_\_\_

- ☐ IMPACT ☐ ACES HIGH  
☐ VALOR ☐ PSYCHOANALYSIS  
☐ EXTRA! ☐ MAD

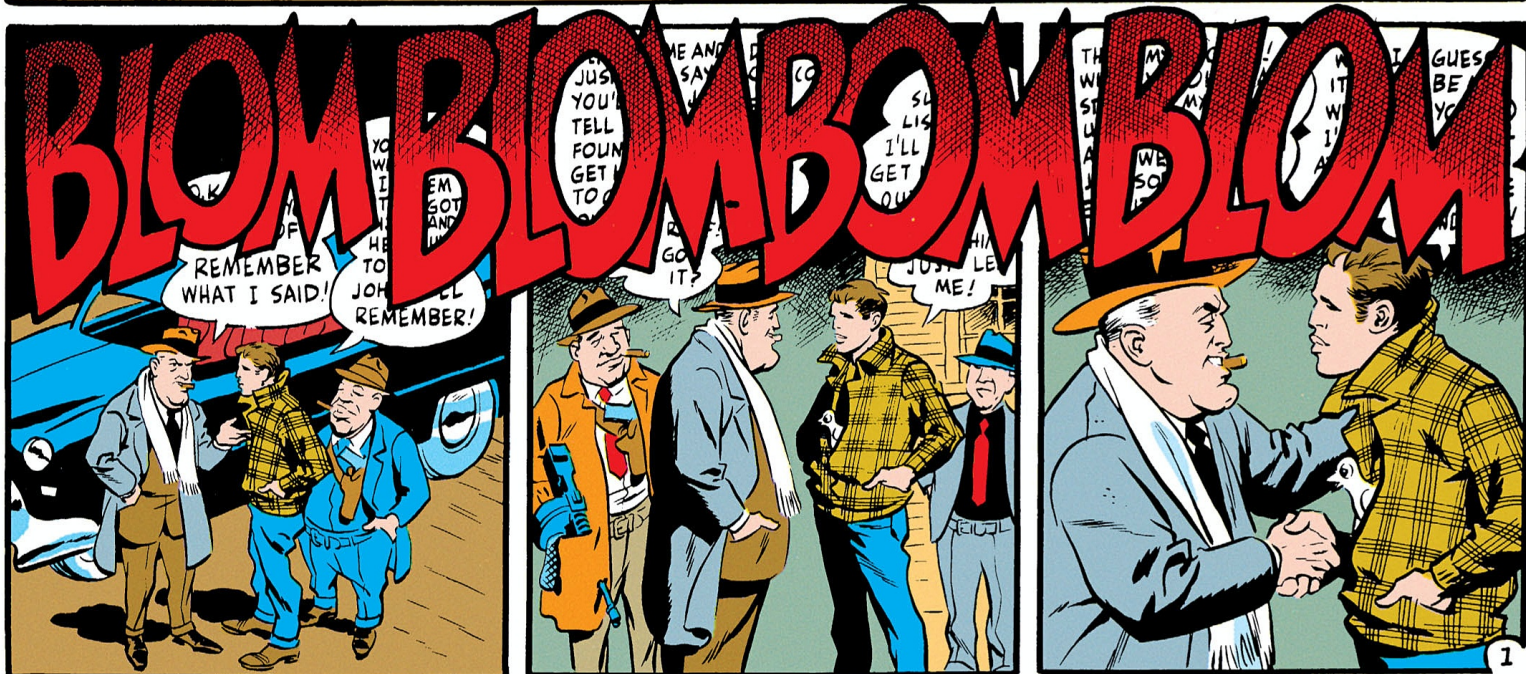
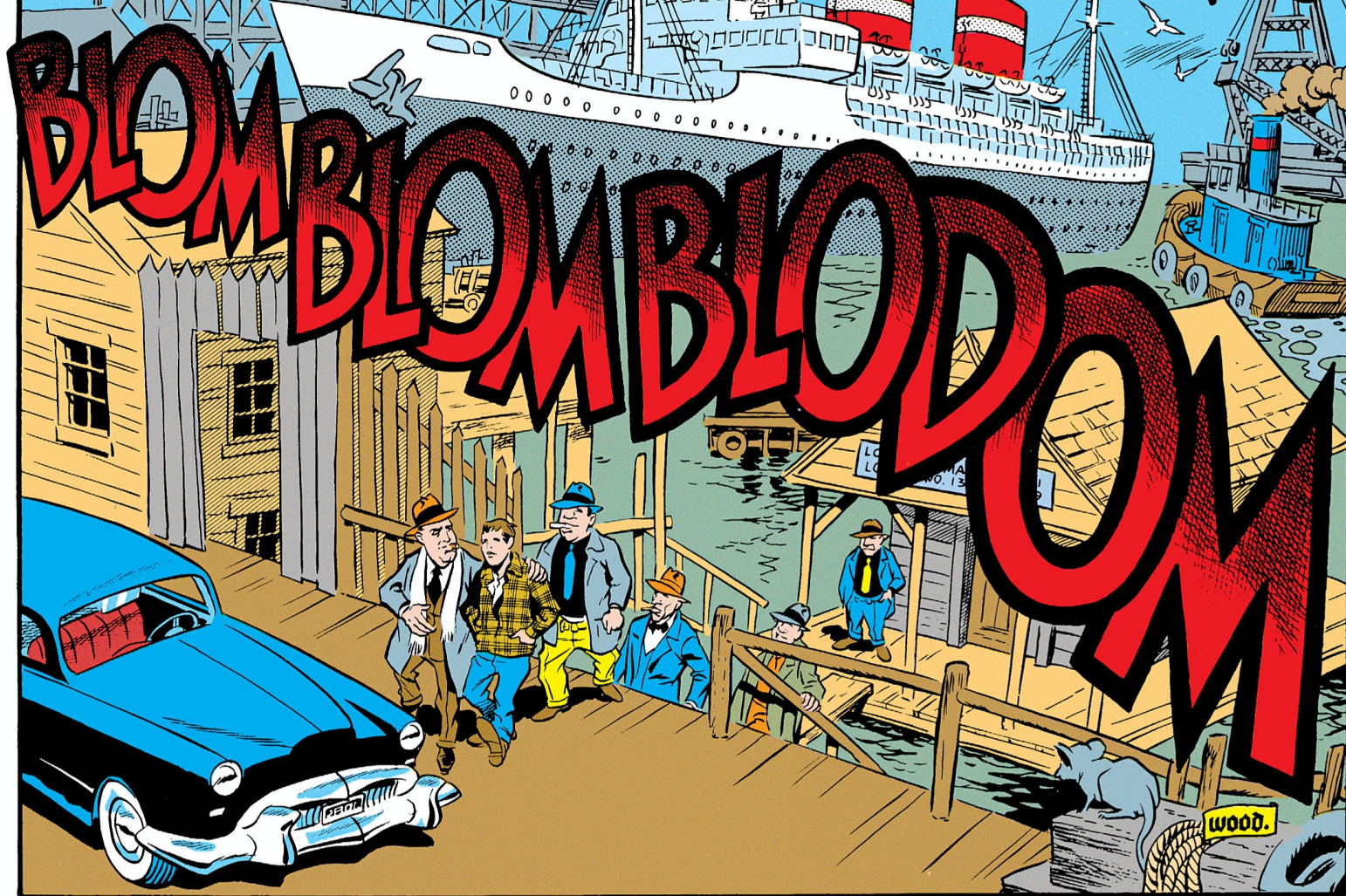
☐ PANIC

☐ PIRACY

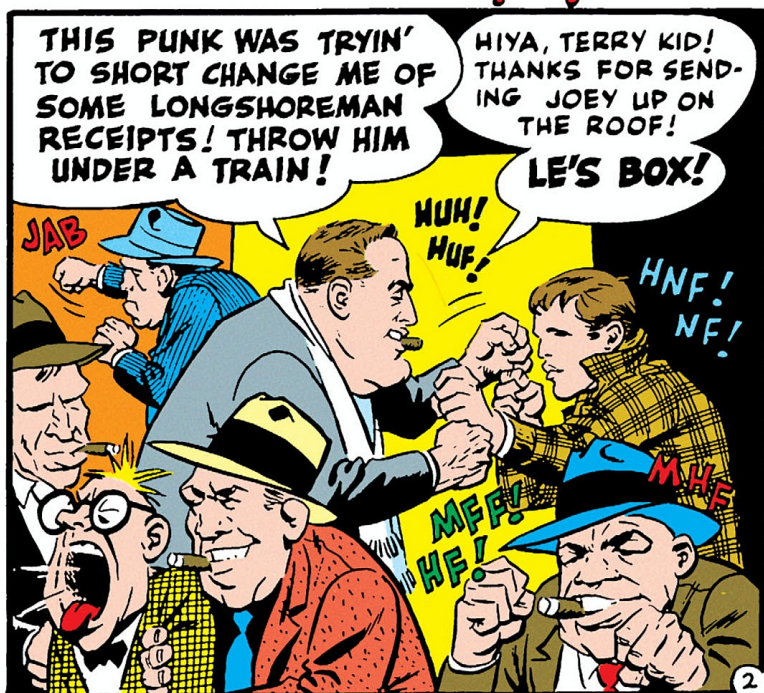
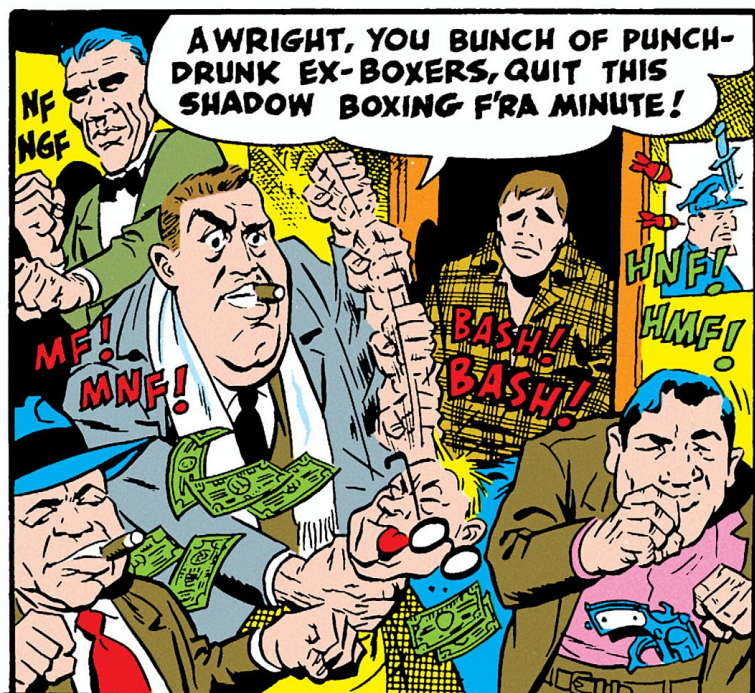
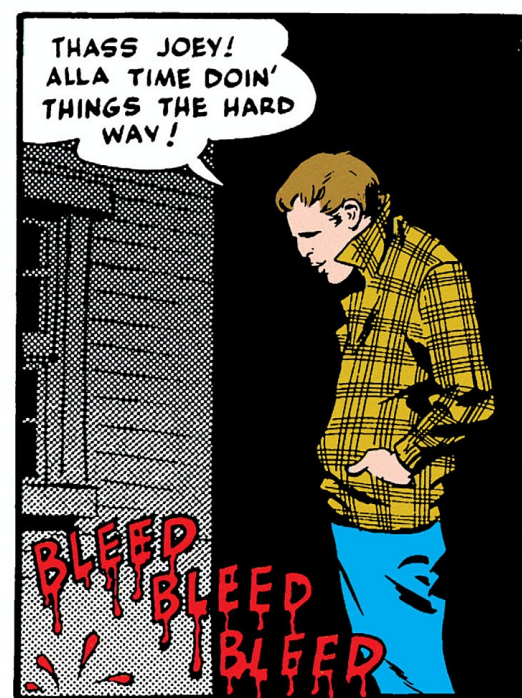
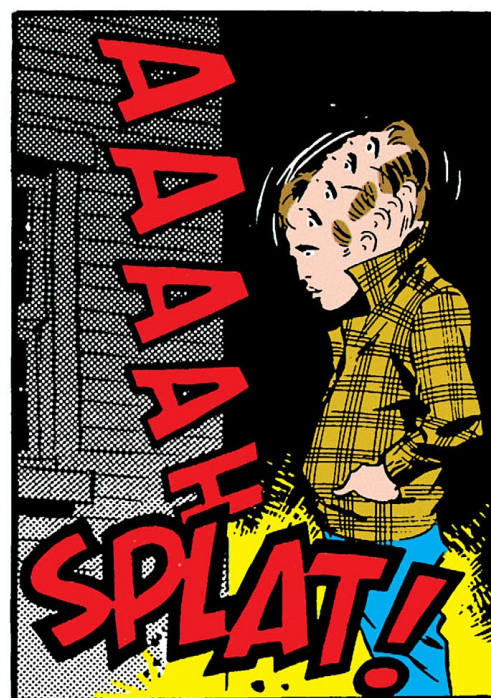
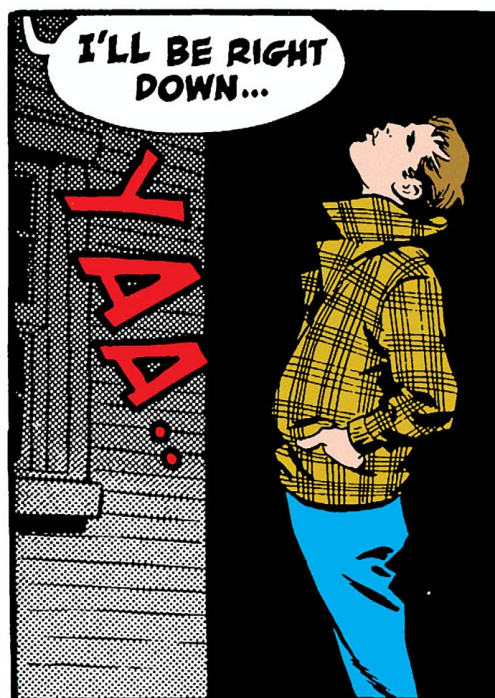
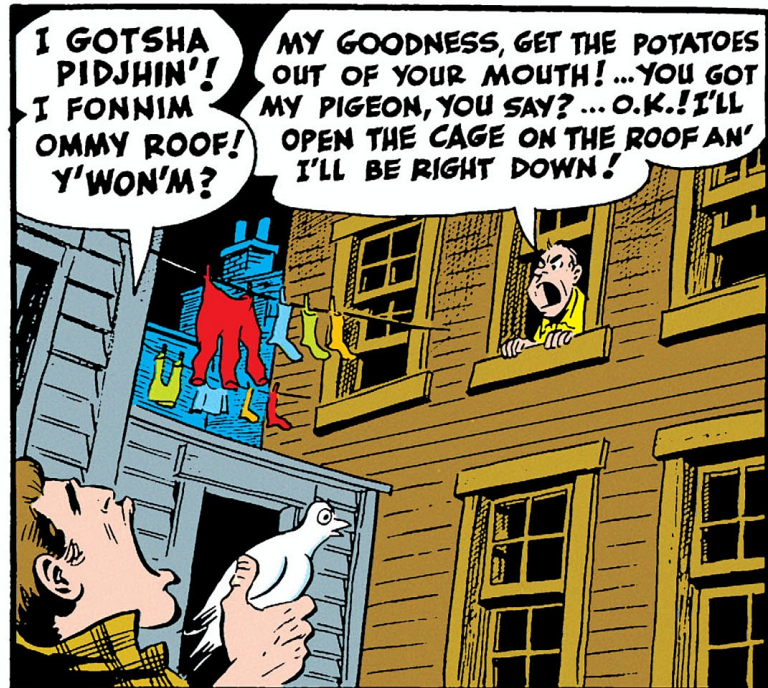


MOVIE DEPT. : PLEASE EXCUSE THE HANDWRITING! ... WE JUST SAW A PICTURE THAT MADE US SLIGHTLY NERVOUS! ... SUCH ACTION! ... SUCH VIOLENCE! PEOPLE GETTING KILLED! ... PEOPLE GETTING BEAT UP! ... BLOOD ALL OVER EVERYTHING! ... EVEN THE MUSIC ... INSTEAD OF MUSIC ... DRUMS ... THAT KNOCK YOU OUT OF YOUR SEAT! LIKE FOR INSTANCE, HERE'S HOW IT STARTS IN...

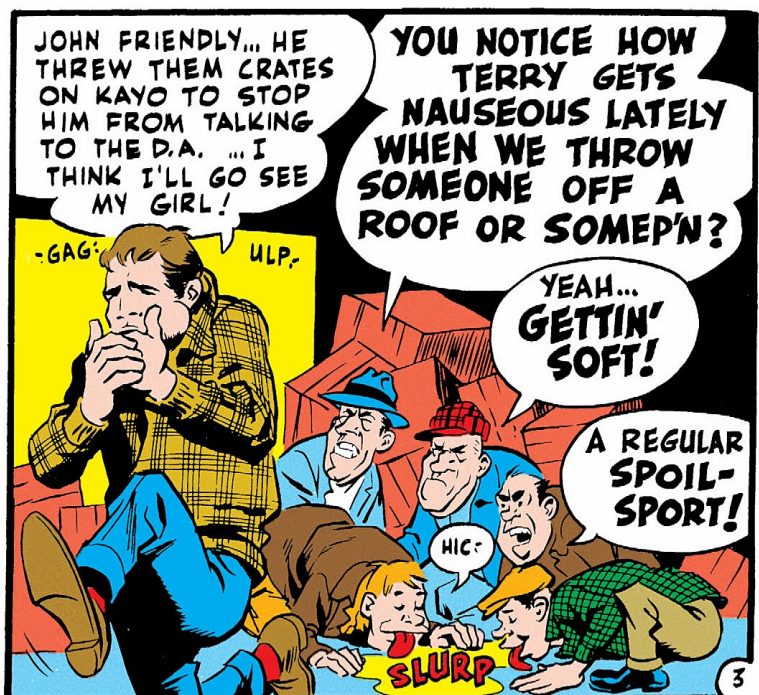
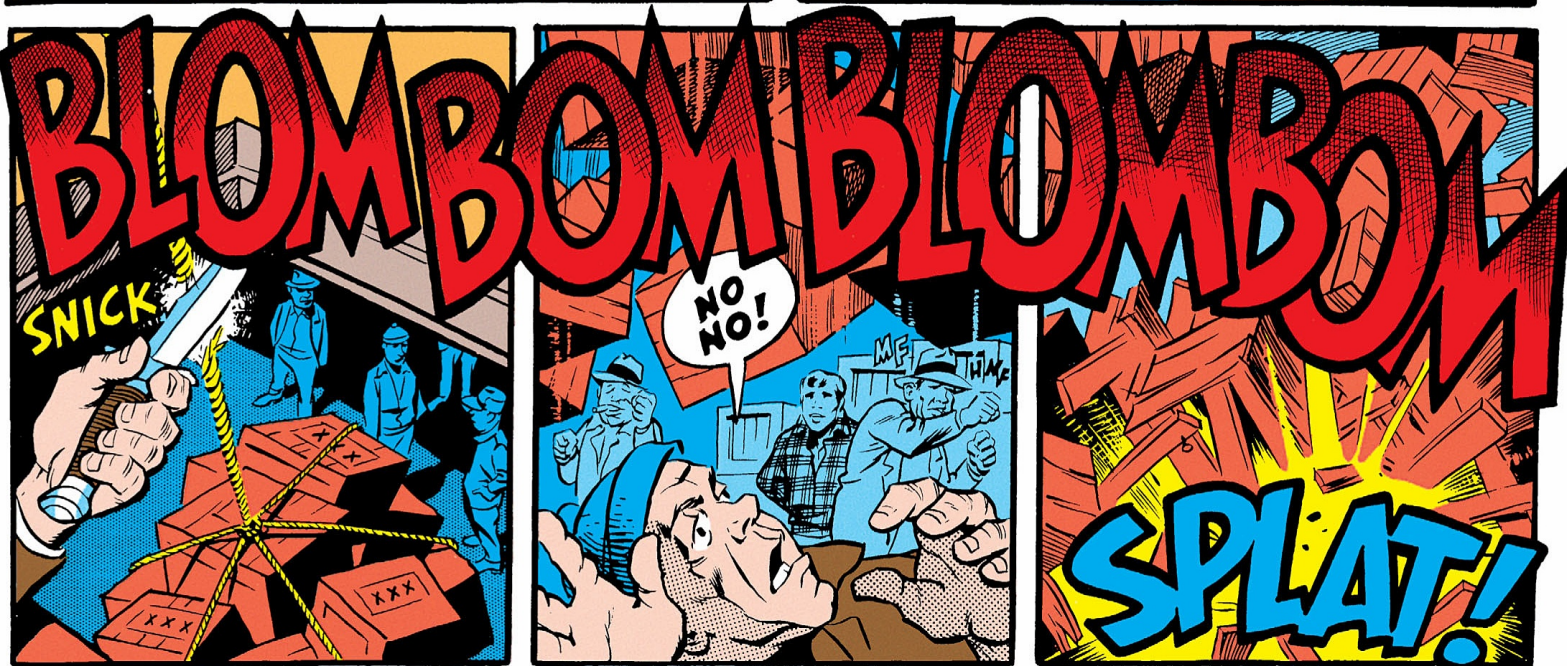
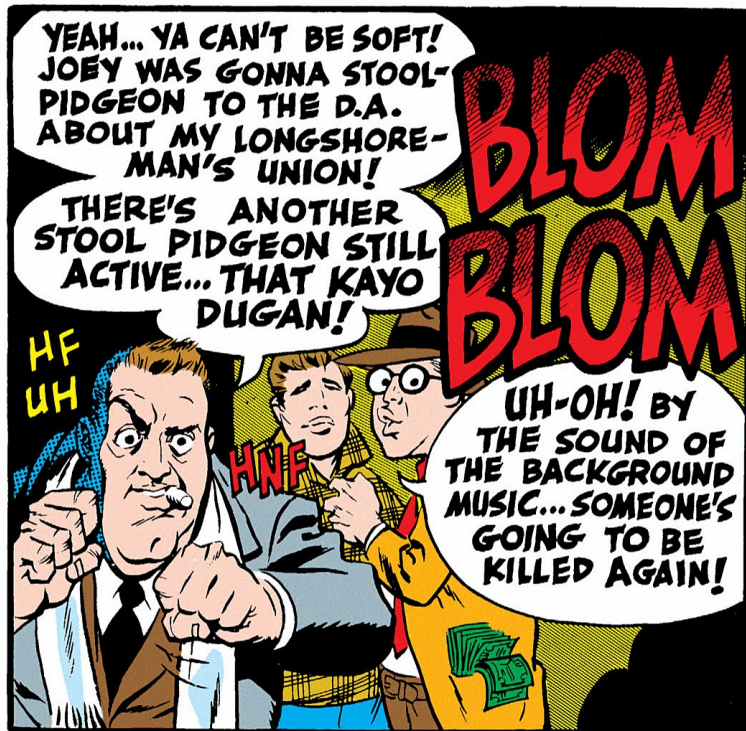
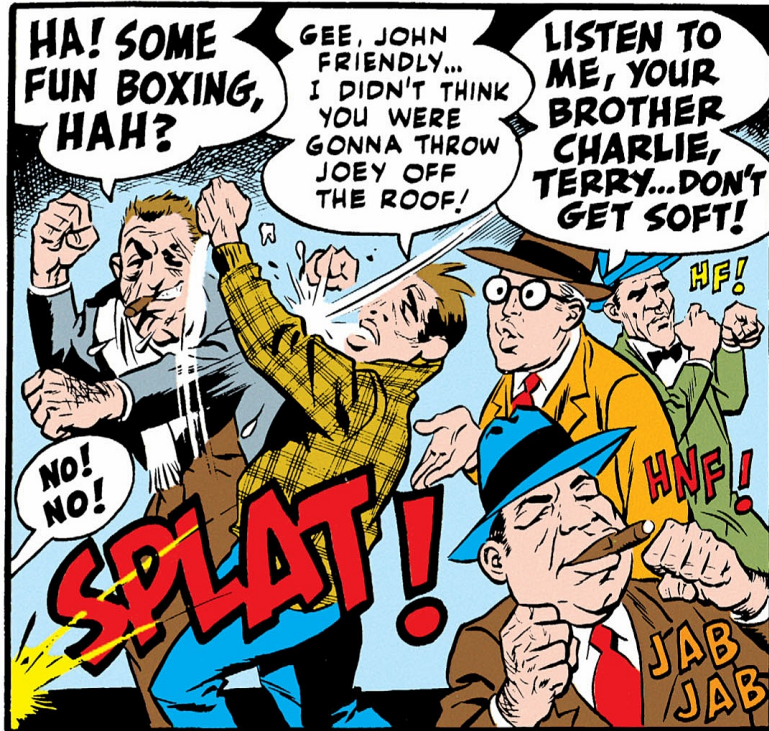
# UNDER THE WATERFRONT!



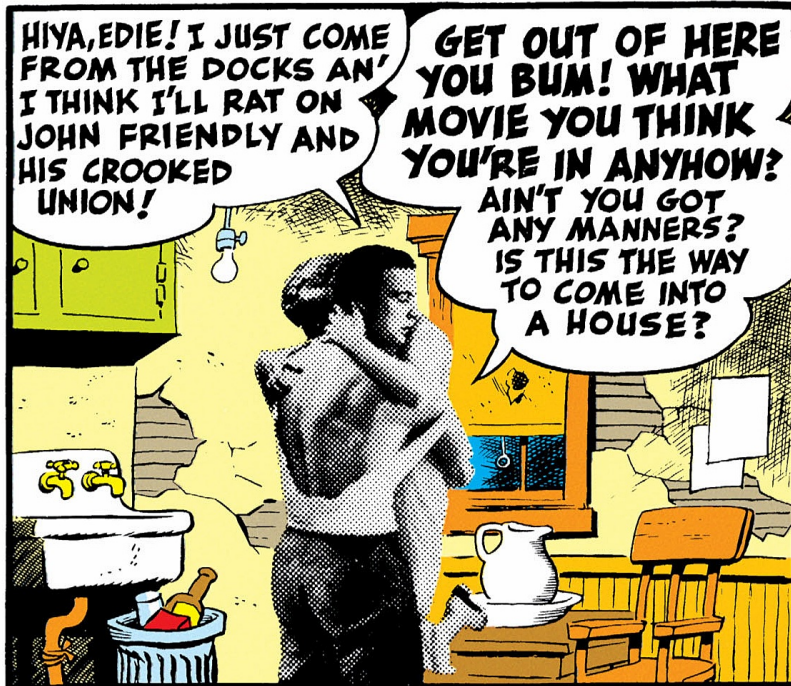






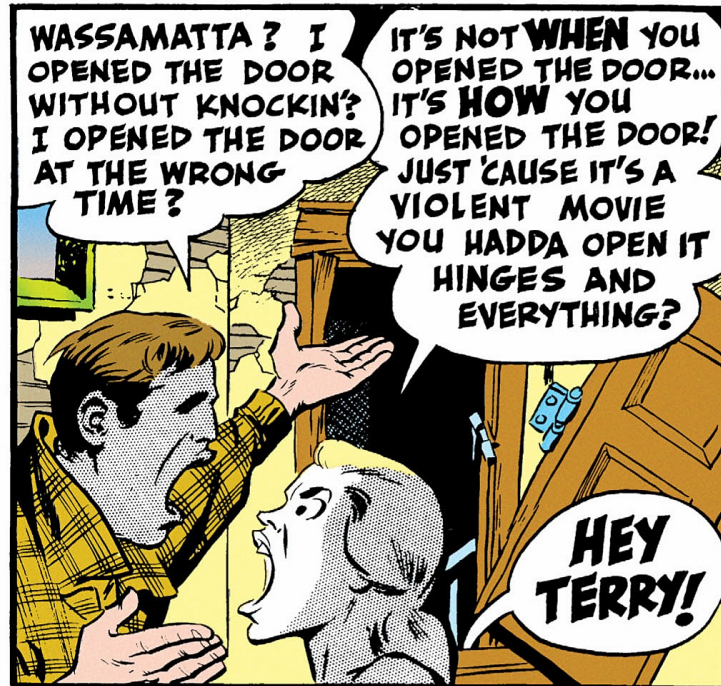






HIYA, EDIE! I JUST CAME FROM THE DOCKS AN' I THINK I'LL RAT ON JOHN FRIENDLY AND HIS CROOKED UNION!

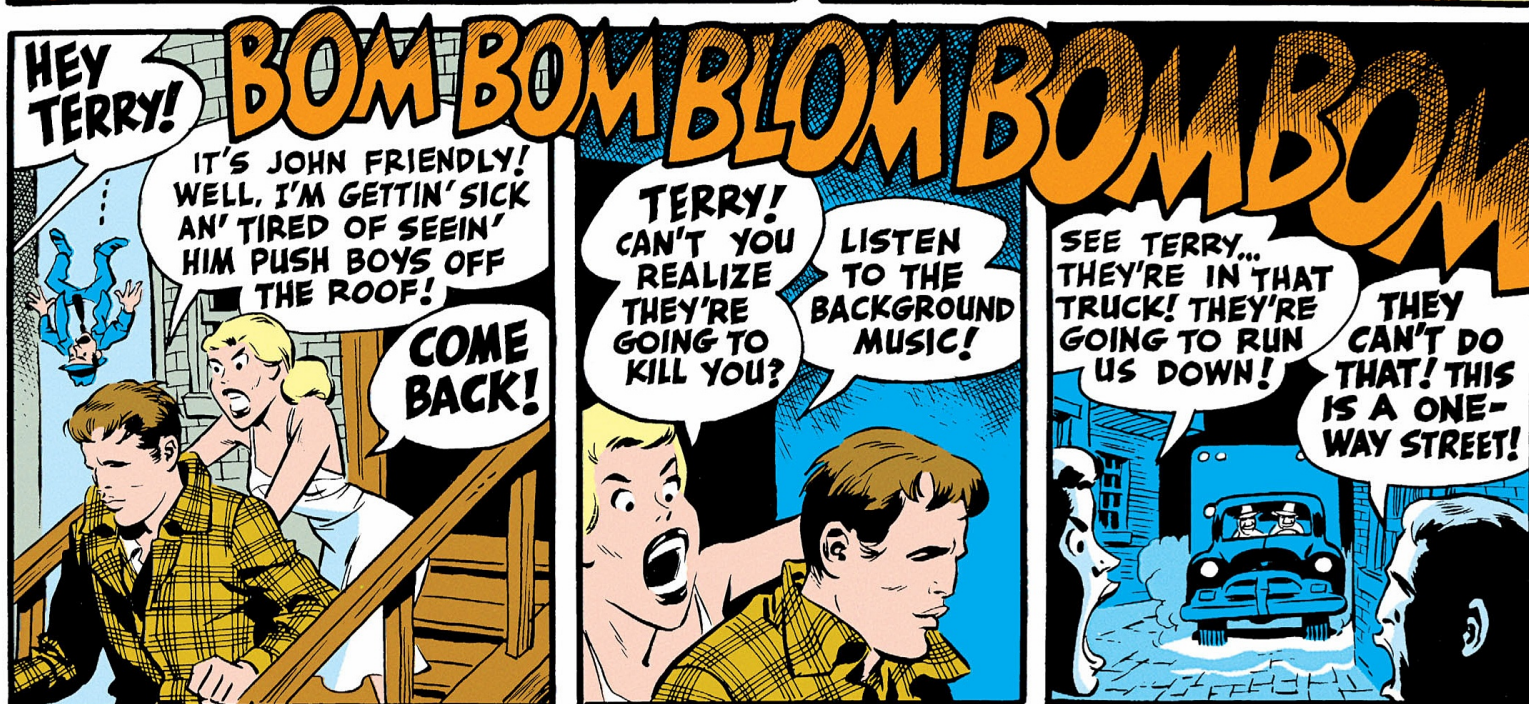
GET OUT OF HERE YOU BUM! WHAT MOVIE YOU THINK YOU'RE IN ANYHOW? AIN'T YOU GOT ANY MANNERS? IS THIS THE WAY TO COME INTO A HOUSE?



WASSAMATTA? I OPENED THE DOOR WITHOUT KNOCKIN'? I OPENED THE DOOR AT THE WRONG TIME?

IT'S NOT WHEN YOU OPENED THE DOOR... IT'S HOW YOU OPENED THE DOOR! JUST 'CAUSE IT'S A VIOLENT MOVIE YOU HADDA OPEN IT HINGES AND EVERYTHING?

HEY TERRY!



HEY TERRY!

IT'S JOHN FRIENDLY! WELL, I'M GETTIN' SICK AN' TIRED OF SEEIN' HIM PUSH BOYS OFF THE ROOF!

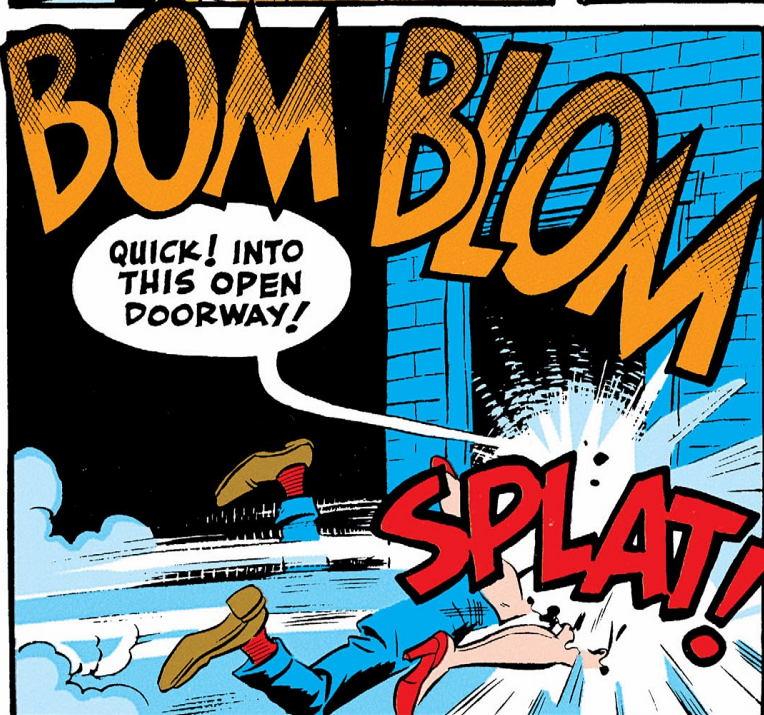
COME BACK!

TERRY! CAN'T YOU REALIZE THEY'RE GOING TO KILL YOU?

LISTEN TO THE BACKGROUND MUSIC!

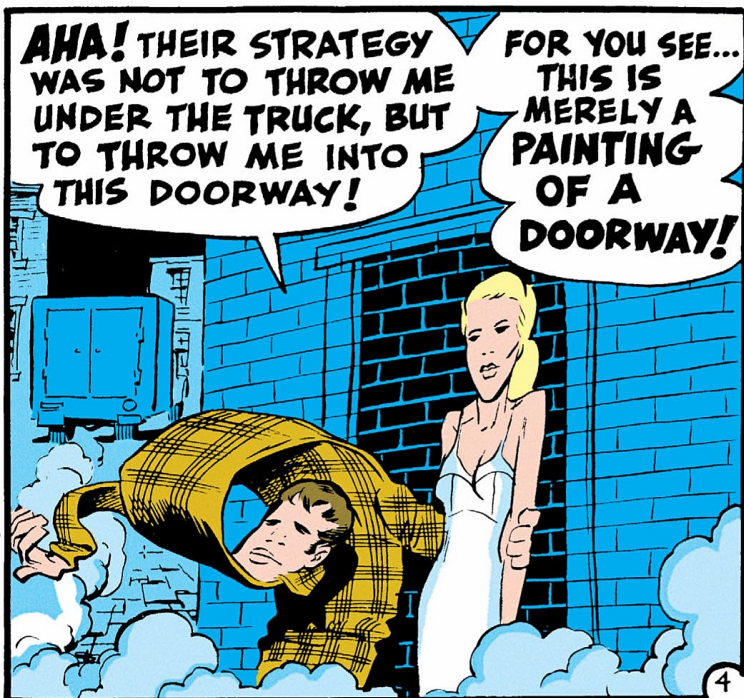
SEE TERRY... THEY'RE IN THAT TRUCK! THEY'RE GOING TO RUN US DOWN!

THEY CAN'T DO THAT! THIS IS A ONE-WAY STREET!



QUICK! INTO THIS OPEN DOORWAY!

SPLAT!



AHA! THEIR STRATEGY WAS NOT TO THROW ME UNDER THE TRUCK, BUT TO THROW ME INTO THIS DOORWAY!

FOR YOU SEE... THIS IS MERELY A PAINTING OF A DOORWAY!



IT'S ALL JOHN FRIENDLY'S FAULT!

JOHN FRIENDLY IS IN THE CLUB HOUSE BUSY WITH IMPORTANT BUSINESS MEETINGS, BUT I DON'T CARE!

**COME OUT,  
JOHN  
FRIENDLY!**

I'LL  
PUT A  
TEN ON  
MAN O'W  
IN THE  
SECOND  
RACE.

THEY GO  
A MUDDY  
TRACK AS  
JAMAICA

I  
GOT A  
MUDDER

**TWO  
BUCKS  
ON  
MEASLES**

MEASLES  
SCRATCHED

POTRZEBIE  
IN DA  
TOD RACE

**BUT  
POTRZEBIE  
BOUNCES !**

**COME ON OUT!  
I'M NOT AFRAID  
OF YOU!**

**IT'S TERRY! THAT  
STOOL-PIDGEON  
BUM!...THROW  
THOSE TWO OTHER  
STOOL PIDGEONS  
OFF THE ROOF...THEN  
GET 'IM, BOYS!**

**GIVE IT TO 'IM GOOD,  
BOYS! NOW ANYONE  
WHO WANTS 'IM CAN  
HAVE HIM!**

**BOM BOM BLOM BOM BOM**

TERRY! OH, TERRY, LOOK AT YOU! ALL ECHUU

YOU'VE GOT ... FOR THIS

**TERRY! OH, TERRY, LOOK AT YOU!... ALL I CAN SAY IS...**

# ЕЩЕ!

**BUT  
YOU  
MUST  
GET  
UP!**

**YOU'VE GOT  
TO GET UP  
AND  
WALK, TERRY!**

**... FOR THIS  
IS WHOLE  
MESSAGE  
OF STORY...  
WHICH IS...**

**IF YOU ARE NOT  
AFRAID, JOHN FRIENDLY  
AND NOBODY ELSE CAN  
STOP YOU FROM WORK-  
ING ON THE DOCKS!**

**BLEED BLEED BLEED**



# BLOM BLOM BOMBOMBOM

CAN YOU HEAR ME  
OVER THE BACKGROUND  
MUSIC, TERRY?

THAT'S IT...  
GET UP AND  
GO TO WORK,  
TERRY!

WE NEED THE  
MONEY, TERRY!

HURRAY! HE'S  
WALKING!



HE'S  
WALKING!

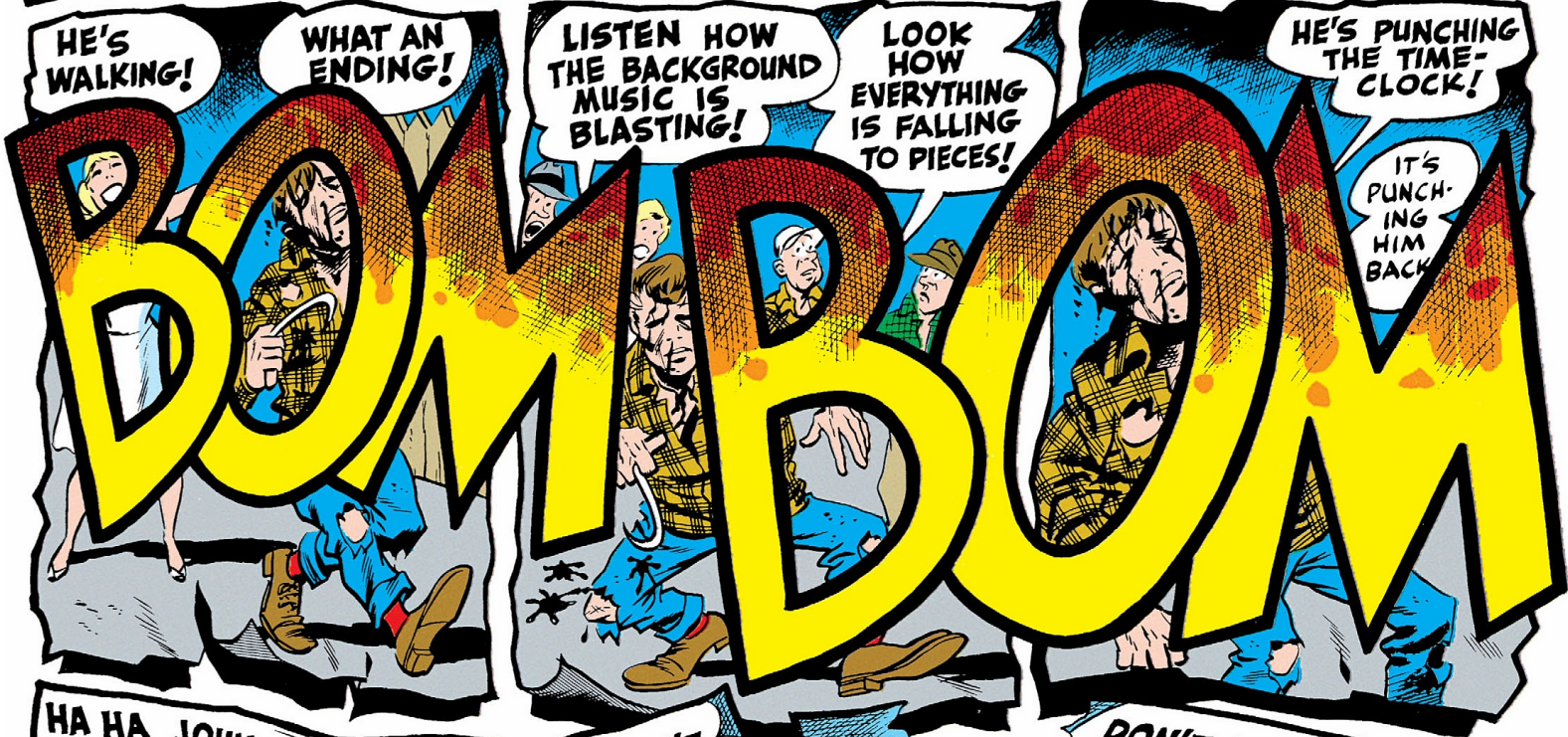
WHAT AN  
ENDING!

LISTEN HOW  
THE BACKGROUND  
MUSIC IS  
BLASTING!

LOOK  
HOW  
EVERYTHING  
IS FALLING  
TO PIECES!

HE'S PUNCHING  
THE TIME-  
CLOCK!

IT'S  
PUNCH-  
ING HIM  
BACK



HA HA JOHN FRIENDLY!  
HE WENT TO WORK ON  
THE DOCKS AND YOU  
COULDN'T STOP HIM!

DOESN'T  
THAT PROVE  
THAT CRIME  
DOESN'T PAY  
AND PICTURES  
END HAPPY?

DON'T BE RIDICULOUS!  
IT MERELY PROVES I  
NEEDED HIM TO GO TO  
WORK 'CAUSE NO ONE  
ELSE IS LEFT! ... I  
THREW 'EM ALL OFF  
THE ROOF!



THE  
END



Finally, as this, our current session draws to a close, we look at our calendar and calculate that at this moment, you, our reader, are somewhere in the waning days of December . . . the twilight of the year.

And so we momentarily swivel our swivel-chairs about putting the lampoonery, the buffoonery out of sight and out of mind, and we take up the pleasanter spirit of purely good cheer.

To each and every one of you good readers, we would like to send to you our greetings of the season. To each and every one of you, may you have the Very-est, Merriest Christmas . . . and/or (depending when you read this, be that as it might), may you have the Happiest, Carefree-est New Year that you have ever experienced and may you have many many more of the same for the rest of your natural-born days.

*—the Editors and Staff*